



**Forum Nachhaltiger Kakao**  
German Initiative on Sustainable Cocoa



# Monitoring Report 2019

German Initiative on Sustainable Cocoa



**IMPRINT**

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Forum Nachhaltiger Kakao

May 2020

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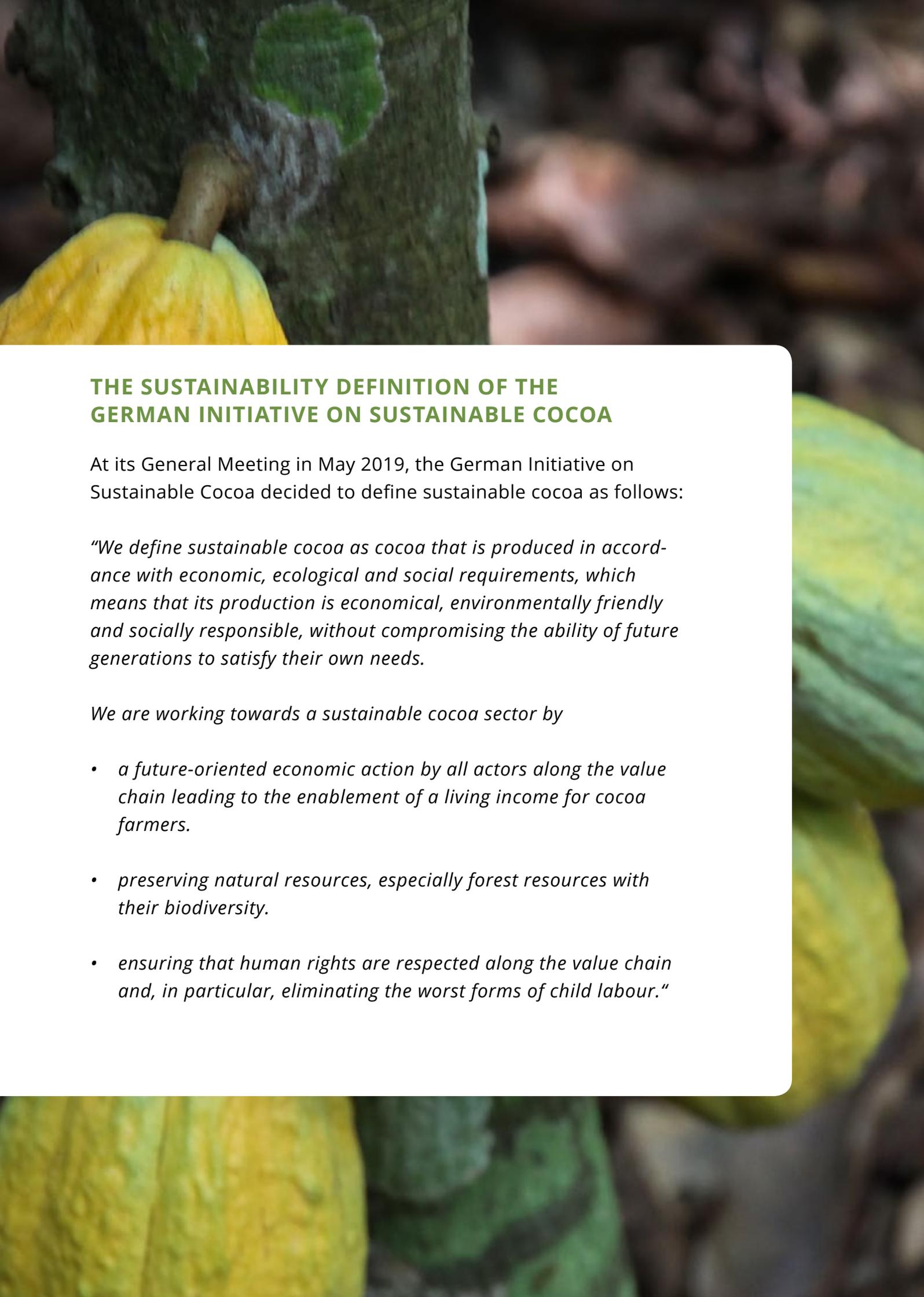
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## THE SUSTAINABILITY DEFINITION OF THE GERMAN INITIATIVE ON SUSTAINABLE COCOA

At its General Meeting in May 2019, the German Initiative on Sustainable Cocoa decided to define sustainable cocoa as follows:

*“We define sustainable cocoa as cocoa that is produced in accordance with economic, ecological and social requirements, which means that its production is economical, environmentally friendly and socially responsible, without compromising the ability of future generations to satisfy their own needs.*

*We are working towards a sustainable cocoa sector by*

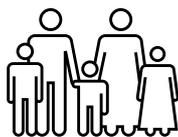
- *a future-oriented economic action by all actors along the value chain leading to the enablement of a living income for cocoa farmers.*
- *preserving natural resources, especially forest resources with their biodiversity.*
- *ensuring that human rights are respected along the value chain and, in particular, eliminating the worst forms of child labour.”*

## I. INTRODUCTION

The improvement of living conditions in cocoa farming and the achievement of a living income for smallholder farmers and their families is a fundamental concern of the German Initiative on Sustainable Cocoa (GISCO) and its members. For the German Federal Government, the civil society organised within GISCO and companies in the confectionery industry and food retail, responsibility begins with the primary producers and extends along the entire supply chain to the consumer in Germany.

The German Initiative on Sustainable Cocoa sees itself as a platform for a coordinated exchange on the impact of these activities and, where appropriate, strengthens the cooperation. The initiative cooperates closely with governments, other key players in cocoa-producing countries and similar organisations and platforms in European countries and globally. The focus lies on the challenges concerning a sustainable cocoa sector.

### THE GERMAN INITIATIVE ON SUSTAINABLE COCOA PURSUES THE FOLLOWING OVERALL OBJECTIVES:



*To improve living conditions of cocoa farmers and their families and to contribute to a secure living.*



*To conserve and protect natural resources and biodiversity in cocoa producing countries.*



*To increase cultivation and commercialization of sustainably produced cocoa.*

## 12 SPECIFIC GOALS OF GISCO MEMBERS

At the General Meeting of the German Initiative on Sustainable Cocoa in May 2019, the members adopted 12 specific goals to supplement their objectives. GISCO members commit to the work of the German Initiative on Sustainable Cocoa at all levels. The members advocate for:

- 01 improved farm-gate prices, minimum price and premium systems as well as other income-generating measures as contributions to a living income<sup>1</sup> of cocoa farming households.
- 02 improving the productivity of cocoa cultivation and the quality of cocoa.
- 03 supporting governments and other stakeholders in the development of holistic regional agricultural programs in order to create alternatives to cocoa cultivation and thus counteract overproduction.
- 04 promoting the development and use of sustainable and diversified production systems, in particular agroforestry systems, which conserve natural resources as well as ending the application of hazardous<sup>2</sup> and/or unauthorized pesticides.
- 05 ending deforestation and contributing to conservation of forests and biodiversity, and to reforestation.
- 06 the abolition of worst forms of child labor in cocoa production.
- 07 the enhancement of gender equality and improvement of opportunities for women and young people in the cocoa sector.
- 08 enforcing compliance with human rights (implementation of the UN Guiding Principles on Business and Human Rights) and environmental aspects by all actors in the cocoa supply chain and contributing to the discussion on possible regulatory measures at EU level.
- 09 the strengthening of governments, farmer organizations and civil society in the cocoa value chain in the producing countries.
- 10 the entire cocoa in cocoa-containing end products sold in Germany to come from sustainable cultivation in the long term.
- 11 a share of at least 85 % of cocoa in cocoa-containing end products sold by the producing members in Germany to be certified by sustainability standards<sup>3</sup> or to be equivalently independently verified by the year 2025.
- 12 promoting multi-stakeholder partnerships and collaboration for more sustainability, networking, sharing information and experience, learning from each other and reporting on progress in achieving objectives and applying best practices.

1 „The net annual income required for a household in a particular place to afford a decent standard of living for all members of that household“ (The Living Income Community of Practice, 2015).

2 Hazardous pesticides include as minimum requirement all substances which (1) are listed as “persistent organic pollutants (POPs)” in the Stockholm Convention, within the Annex III of the Rotterdam Convention or the Montreal Protocol, (2) are classified by WHO as A1 or 1B, (3) are listed in the “Dirty Dozen” of PAN, or (4) are identified by UN-GHS as substances with “chronic toxicity”. In addition, specifically for cocoa cultivation, they include pesticides that are not permitted for use in export goods to EU countries.

3 Fairtrade, Rainforest Alliance Certified, UTZ Certified





# THE MONITORING SYSTEM OF THE GERMAN INITIATIVE ON SUSTAINABLE COCOA

Based on this, the German Initiative on Sustainable Cocoa is developing a monitoring system that is intended to provide information on the status of goal achievement through annual surveys. For each specific goal, individual indicators were developed at impact level to provide key information for assessing changes in relation to the goals set. As far as possible, these indicators are harmonised with the indicators of the ICCO, the Swiss Platform for Sustainable Cocoa, the Cocoa and Forest Initiative (CFI) and the Belgian Initiative Beyond Chocolate.

Another group of indicators, developed at performance level, is intended to provide information on the contributions to the objectives of the members and make them visible.

In the future, data collection will take place via publicly available information, selected impact studies and a survey of the members. Reporting will take place in an aggregated form and will be publicly available.

Since the measures to prepare the data collection within the new monitoring system have not yet been completed, the Executive Board agreed to prepare a simplified monitoring report based on publicly available information for the reporting year 2019 for the last time. It will include statements on the implementation strategy of the initiative and its members. With this in mind, the following text discusses the strategic elements of the initiative and the performance achieved during the year. The monitoring report will be prepared on the basis of the new monitoring system from 2021 onwards – starting with the reporting year 2020.



## II. PERFORMANCE MONITORING

### **STRATEGIC OBJECTIVE 1: Promoting joint impact and results orientation on the ground**

The successful implementation of PRO-PLANTEURS led to the project partners agreeing on further cooperation in 2019 and a further five-year phase for the project in Côte d'Ivoire with a funding volume of EUR 4 million. The new phase is expected to reach 15,000 additional cocoa farmers (35,000 in total). Beyond the project results, PRO-PLANTEURS made an important contribution to cooperation and knowledge exchange at local level. This is expected to be further expanded in the second project phase through the creation of a matching fund. The Matching Fund will allow the members of the initiative to work with PRO-PLANTEURS to implement concrete projects that support the objectives of the initiative.

In addition, the Secretariat supported the implementation of the Green Innovation Centre for the Agriculture and Food Sector with a focus on cocoa in Côte d'Ivoire during the reporting period through its participation in the project Advisory Board. It also took part in exploring possible activities in the La Mé region (Côte d'Ivoire) together with the Initiative for Sustainable Agricultural Supply Chains (INA). A first report with a positive statement is available. In addition, the Secretariat provided DeveloPPP with technical advice on various project applications relating to cocoa. Three new PPP measures with Cargill (Côte d'Ivoire and Brazil, 1 project) and Chocolats Halba (Ecuador and Madagascar, 2 projects) to diversify cultivation and agroforestry systems are close to an implementation agreement.

In 2019, 125 member projects on cocoa in the producing countries were carried out, including PRO-PLANTEURS. Of these projects, 94 were in West Africa, 34 in Latin America and 25 in Asia. With these projects, 1.54 million farmers were reached. 65 projects deal with the improvement of cultivation or the provision of crop inputs, such as fertilisers, plant material and plant protection, 36 projects are aimed at the professionalisation of farmers through training on various topics. These include Farmer Field Schools and Farmer Business Schools as well as educational projects and trainings to improve nutrition.

28 projects focus on environmental protection. 22 projects carry out measures against child labour, such as the implementation of Child Labour Monitoring and Remediation Systems (CLMRS). Furthermore, 21 projects are designed to promote women and thus combat gender inequality. 18 projects focus on deforestation and 16 specifically on the promotion of agroforestry systems. In addition, the members are involved in six initiatives in the countries where they are cultivated: The Cocoa & Forests Initiative, CocoaAction, African Cocoa Initiative, International Cocoa Initiative, Cocoa Livelihoods Program and the Women in Cocoa & Chocolate Network.

### **Assessment of the achievement of objectives:**

The implementation of the project PRO-PLANTEURS was perceived as successful by the partners and stakeholders. This led to the fact that all partners agreed to continue the project. The Conseil Café Cacao (CCC) will continue to co-finance PRO-PLANTEURS, albeit on a slightly reduced scale. All other partners (BMZ, BMEL and the German Initiative on Sustainable Cocoa) have agreed to maintain their original contribution. The focus of the members' projects continues to be on improving cocoa cultivation and the professionalisation of the farmers. The inclusion of goals and activities to prevent deforestation through cocoa farming and to promote cocoa farming in agroforestry systems is visible and contributes to the current challenges of the sector on the ground.

The initiative's involvement in the development and implementation of further projects in the cocoa-growing countries enables a more strategic orientation of these projects to the challenges of the sector prioritised by the initiative. By involving the initiative in the monitoring of these projects, the contributions to the objectives of the initiative are to be made visible. So far, the German Initiative on Sustainable Cocoa has not contributed to the sharing of data on the impact of the sustainability projects conducted by its members. This makes a common learning process more difficult and best practice projects are not sufficiently visible. In the future, the planned monitoring should help to ensure that all members of the German Initiative on Sustainable Cocoa report transparently on measures and impacts to achieve the objectives.



## **STRATEGIC OBJECTIVE 2: Advancing international partnerships and dialogue**

In 2019, the initiative's exchange with the European platforms for sustainable cocoa, the newly founded Belgian Initiative Beyond Chocolate, the Swiss Platform for Sustainable Cocoa, as well as the Dutch platform that is currently being established, was intensified. The aim is to harmonise impact monitoring as far as possible and to speak with a common voice, especially to multi-lateral companies.

The Alliance on Living Income on Cocoa (ALICO), a global strategic alliance in which the European platforms, GIZ, IDH, VOICE network, WCF and several companies participate, works in close cooperation with the Living Income Community of Practice to introduce the topic into the various national and international platforms, e.g. the ICCO, in order to contribute to a change in the sector that ensures that cocoa farmers receive a living income. It also supports the dialogue between actors from producer and consumer countries on, for example, conducive political framework conditions and the development of approaches to closing the gap between farmers' actual income and living income. The alliance supports a common orientation and agenda on the topic at European level.

In addition, the German Initiative on Sustainable Cocoa ensures that the results and discussions of the initiative's working group on sustainability (e.g. analysis of causes, prioritised approaches to solutions and recommendations for action) are incorporated within the framework of the alliance.



### **Assessment of the achievement of objectives:**

It was possible to harmonise the main expectations of the platforms towards their respective members and to orient them in the same direction.



# MEMBERS

## GERMAN PUBLIC SECTOR



## COCOA, CHOCOLATE AND CONFECTIONERY INDUSTRY



## FOODS



## CIVIL SOCIETY



## SUPPORTING MEMBERS



### **STRATEGIC OBJECTIVE 3: Dialogue & Service: Member service, internal and external communication**

In 2019, three new members joined the German Initiative on Sustainable Cocoa: the companies Schokinag and Niederegger in member group B and the association Taube der Hoffnung in member group D. New members were recruited on an ongoing basis by personally approaching suitable companies and organisations and inviting them to events. At the end of 2019 the number of members was 76.

The quarterly membership information is published in German and English and is also distributed to member companies in Côte d'Ivoire. In total, the information for members reaches a circle of at least 288 recipients.

The website of the German Initiative on Sustainable Cocoa ([www.kakaoforum.de](http://www.kakaoforum.de)) is increasingly used as a service and information platform. The number of visits per day increased to 49 visitors in 2019 (in 2016: 28; 2017: 32; 2018: 44 visitors/day).

The German Initiative on Sustainable Cocoa regularly organises events on the subject of sustainability, e.g. as part of its presence at the international sweets and snacks trade fair (ISM) 2019 to consider the effects of the World Cocoa Conference "Business as usual or real changes for the cocoa sector? Did the World Cocoa Conference 2018 create a momentum for change?" together with the Swiss Platform for Sustainable Cocoa. At Anuga 2019, the initiative organised an event on the topic: "Deforestation-free supply chains - how to reconcile cocoa cultivation and forest conservation". The events were attended by 100 people (ISM) and 70 people (ANUGA) - in comparison, the number of participants remained at the level of previous years (2015, 2016: 70 in each case, 2017: 100, 2018: 120 people).



#### **Assessment of the achievement of objectives:**

The member base is broadly structured. An attractive service for the members is established. Events are held regularly, which are well attended and reported on nationally and internationally.

A member survey carried out in 2019 on an additional offer of webinars (starting in 2020) met with broad approval and will be implemented with the topics proposed by the members.

#### **STRATEGIC OBJECTIVE 4: Jointly promoting and visualising the increase of sustainably produced cocoa in Germany**

The total market share of certified cocoa according to sustainability standards or independently verified cocoa was 72 % in Germany in 2019. For the members of the German Initiative on Sustainable Cocoa, the share was 74 %. The share of Fairtrade certified cocoa amounted to 24 %, the share of Rainforest Alliance certified cocoa to 4 % and the share of UTZ certified cocoa to 53 %. The share of independently verified corporate and other certification programmes was 19 %.

Two thirds of the companies in the confectionery, chocolate and cocoa industry (65 %) and all companies in the food trade (100 %) have made commitments to sustainable cocoa farming. Concrete targets for the use of certified or third party verified cocoa have been developed and made public by 66 % of the member companies (60 % of member group B and 100 % of member group C). This represents an increase of 2 % over the previous year.

The working group on sustainability and the sub-working group on monitoring each met twice in 2019. During these meetings, the strategy of the German Initiative on Sustainable Cocoa was further elaborated in cooperation with all four stakeholder groups and the necessary instruments were created: among other things, recommendations for action were agreed for the individual member groups, impact and performance indicators were developed, and background papers on the most important challenges regarding sustainability in the cocoa sector as well as other working papers were drafted. A further result of the strategy process is

the new version of the objectives adopted at the General Meeting in May 2019, which now includes 12 specific goals and a definition of sustainability for the German Initiative on Sustainable Cocoa. In 2019, four press releases were published by the German Initiative on Sustainable Cocoa. These and other reports on the German Initiative on Sustainable Cocoa were taken up 165 times by other media. In addition, representatives of the Secretariat and the Executive Board took part in numerous relevant events at national and international level. In 2019, Federal Minister Müller visited the General Meeting of the German Initiative on Sustainable Cocoa at his own initiative. While presenting the 10 Point Plan for a Sustainable Cocoa Sector of the Federal Government at the International Green Week 2019, both Federal Minister Gerd Müller (BMZ) and Federal Minister Julia Klöckner (BMEL) mentioned their commitment to the initiative and the project PRO-PLANTEURS.

#### **Assessment of the achievement of objectives:**

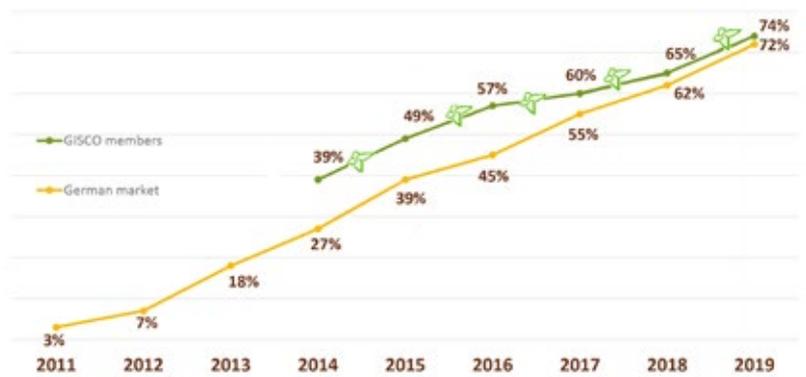
A large number of members have publicly committed themselves to sustainability in the cocoa sector. More than 60 % of the members of member group B and 100 % of member group C have made concrete commitments to the purchase and use of certified or third party verified cocoa and publish figures that report on the progress made towards their objectives. Moreover, more and more member companies are extending their targets to other areas. In addition to the use of sustainable, certified or third party verified cocoa, the focus is now also on the elimination of child labour, ensuring traceability, combating deforestation and increasing the income of cocoa farmers. Hereby, the members commit themselves to contribute to the main challenges of the sector. More and more member companies mention and link the German Initiative on Sustainable Cocoa on their website. Around half of the companies currently refer to their membership (49 % of member group B and 50 % of member group C).

The attachments can be found in the member section of our website under Internal Downloads (German language). [www.kakaoforum.de/mitglieder-bereich](http://www.kakaoforum.de/mitglieder-bereich)  
If you need the annexes in English language, please contact the Secretariat: [info@kakaoforum.de](mailto:info@kakaoforum.de)



## SHARE OF CERTIFIED COCOA

Confectionary products containing cocoa sold in Germany



Source: Association of the German Confectionery Industry (BDG)  
Database: certified according to sustainability standards or third party verified

**PUBLISHED BY:**  
**Forum Nachhaltiger Kakao e.V.**

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