



Roadmap: Mars Wringley

Background

At the 2022 General Meeting of the German Initiative on Sustainable Cocoa (GISCO), it was decided that the preparation of individual roadmaps by each GISCO member and annual public reporting on commitments and milestones included in these roadmaps is a valuable and mandatory contribution to achieve [GISCO's objectives](#).

In addition to the monitoring and based on the [GISCO roadmap](#) which lists the goals, targeted indicators and recommendations for action of the German Initiative on Sustainable Cocoa on the focus topics of certified/independently verified cocoa, traceability, deforestation/agroforestry, child labor and living income, the members of GISCO draw up individual roadmaps on these focus topics, which are published on the GISCO website.

More information on the individual roadmaps can be found in the [background document](#).

Commitments

- [Traceability](#)
- [Certification and independent verification](#)
- [Entwaldung/Agroforstwirtschaft](#)
- [Child Labour](#)
- [Living Income](#)

Traceability

Commitment:

By 2025, 100% of cocoa sourced will be traceable from farm to first point of purchase, meeting score 5+ (Farm known as well as the polygon boundaries of the farm).

Milestone:

By 2023, 100% of cocoa sourced for in house production in Mars European factories will be traceable from farm to first point of purchase, meeting score 5+ (Farm known as well as the polygon boundaries of the farm)

Milestone:

2025 target

Challenge:

Farmer livelihoods discussions in origin – risk of origin boycotts- suspension of Company Sustainability programs Accelerated push for bean to bar physical traceability (which itself brings very little additional value to either social or environmental impact being created), rather than a preferred segregation of compliant volumes (and mixing of those compliant volumes, with all having farm to first point of purchase traceability).

Certification and independent verification

Commitment:

By 2025, 100% of the cocoa sourced will be sourced through the Mars Responsible Cocoa program. As part of our Responsible Cocoa program, we consider the cocoa we buy to be 'responsibly sourced' when an auditor has verified that a set of defined criteria has been met. Currently this happens in one of two ways:

- Certifying organizations such as Rainforest Alliance or Fairtrade require an authorized auditor to check whether a farmer or farmer group has met the requirements of the certifying organization's standard; or
- An auditor checks that a supplier has sourced cocoa in line with Mars' Responsible Cocoa program, which includes criteria that may go beyond current certification standards in certain aspects.

Milestone:

from 2023, 100% of the cocoa we buy for our direct factory operations in Europe will be Responsibly Sourced Cocoa.

Milestone:

2025 Responsible Cocoa target

Challenge:

Limited capacity of certifiers (RA) to conduct audits on time - puts sourcing operations at risk.

Farmer livelihoods discussions in origin – risk of origin boycotts- suspension of Company Sustainability programs

Accelerated push for bean to bar physical traceability (which itself brings very little additional value to either social or environmental impact being created), rather than a preferred segregation of compliant volumes (and mixing of those compliant volumes, with all having farm to first point of purchase traceability).



Deforestation/Agroforestry

Commitment:

By 2025, a deforestation- and land conversion-free supply chain for 100% of the cocoa we source (as defined by the [Accountability Framework Initiative \(AFI\)](#)), with farm plots polygon mapped by tracing the perimeter of the farm plot, to increase transparency and traceability from the farm to the first point of purchase.

By 2022, Public-private collaboration to identify good practices, technical guidance and incentive mechanisms for forest restoration and agro-forestry: Mars Action Plans.

- Support distribution and planting of multi-purpose trees for on-farm restoration via agroforestry
- Support distribution and planting of native trees for off-farm restoration (reforestation)
- Train farmers in CSC production including cocoa agroforestry systems

By 2030, deploying climate-smart practices across our modern sustainable cocoa farming programs and partnerships

Milestone:

2022: CFI commitments : Mars Action Plans.

deforestation free achieved: 2022 = 50%, 2023= 60% 2024= 75% 2025= 100%

Polygon geo-mapped = 2022 =60% 2023= 75%, 2024= 85%, 2025=100%

Milestone:

2025 Responsible cocoa target

Challenge:

There is a need to increase access to markets for other products coming from the Agroforestry systems. Other actors should help with payments for diversified systems in terms of PES (Payment for Ecosystem Services) or similar or solve the market constraints for the diverse products. Financing would enable a faster adoption of agroforestry and/or other diversified systems

Child Labour

Commitment:

By 2025, 100% of at-risk families from which we source cocoa through our Responsible Cocoa program to be covered by child and forced labor monitoring and remediation systems.

We aim to do this through our Protecting children Action Plan that comprises four main levers, designed to be mutually reinforcing:

- Robust Monitoring and Remediations Systems
- Unlocking opportunities for women and embed a gender transformative approach into cocoa • Access to safe and quality education and development opportunities for children
- Improve livelihoods

Milestone:

2025: 100% of WA volumes with a CLMRS • 2025: 62K VSLA member

Milestone:

2025: 62K VSLA members



Living Income

Note: 2023, an examination under German cartel law took place on the question of whether individual roadmaps on living income may be drawn up and published. The Bundeskartellamt did not see the need for a detailed examination under cartel law on this issue. Based on the Bundeskartellamt's feedback, it was decided at the special General meeting on 17 June that members of member groups B and C would submit a roadmap on the topic of living income by 31 December 2024. Until then, commitments on living income can be submitted voluntarily.

Commitment:

Piloting innovative income programs and crop protection science to support entrepreneurship and improve livelihoods

- **By 2025**, through a L3F Sustainability Pilot in Ghana find a sustainable sourcing model that will accelerate farmers' transition to a decent living income in a test & learn approach, with the possibility of replicating the good results in the Ghanaian cocoa sector after the current phase.
- **By 2026**, through Advancing Cocoa Agroforestry Towards Income, Value and Environment (ACTIVE) pilot, project to increase income of participating farmers by up to 15%. (participating farmers = 9000)
- **By 2030**, through Livelihood Ecosystem Advancement Program (LEAP) pilot, Help 70% of participating farmers achieve living income (participating farmers = 5200)

Milestone:

These are pilot projects, and we will report, share learnings and achievements on a yearly basis.

Challenge:

Farmer livelihoods discussions in origin – risk of origin boycotts - suspension of Company Sustainability program