



# Cocoa Life Child Labor interventions

July 2015 Update



## 1. Introduction

The cocoa industry has often been challenged about the rights of children working on cocoa farms. Mondelez International has been working with its industry and supply chain partners to find solutions for many years, as a member of the [International Cocoa Initiative](#) (ICI) and as a founding member of the industry-wide [CocoaAction](#) strategy. In 2012 we stepped up our efforts with our Cocoa Life program, a \$400 million investment to empower 200,000 farmers, reach over 1 million people in cocoa-growing communities, to ultimately source all of our cocoa sustainably, mainly via Cocoa Life.

As the world's largest chocolate company we have a responsibility to build on all we have learned to help eliminate child labor in cocoa-growing communities. Our priority must be to confront and address this in our own supply chain, but we must also show leadership by shining a spotlight on the issue and advocating for others in our industry and beyond to play their part.

In 2013 we shared the approach and principles we follow on the ground in a [Child Labor Guidance document](#) developed together with Aidan McQuade of Anti-Slavery International, the world's leading anti-slavery NGO.

Beyond this, our holistic approach centered on cocoa communities helps to address the root causes of child labor, like poverty and lack of community development. Working with NGO partners, Cocoa Life communities are empowered to identify their community's priorities, develop an action plan for their own development and seek resources to implement it. Resulting actions such as improving livelihoods, empowering women, and promoting education help to create an environment where children are protected.



## Our approach aims to:

1. **Identify and address child labor in our own supply chain** - this means clarifying the standards we expect in our own business and in our supply chain and taking steps to ensure that those standards can and are being met.
2. **Shine a spotlight on the issue** - as the largest cocoa purchaser; we have a responsibility to call out the problem. Ignoring it will not make it go away. We have to be brave and encourage open debate about how to solve the problem by working with, and talking to, industry partners, NGOs, campaigners, consumers and government
3. **Enable and encourage others to follow our lead** - Nobody has a perfect solution but, as we learn from our experiences, we must share that knowledge, advocate for best practice and encourage others in the industry and government to play their part. It is only by working together that we can make progress.

We bring this approach to life on the ground with our Cocoa Life program. With a holistic approach centered on cocoa communities, our actions help to address child labor directly as well as its root causes. Our NGO partners, like CARE International and VSO, raise awareness of child labor in Cocoa Life communities with training for both children and parents. And importantly, Cocoa Life helps to address the root causes of child labor with actions to improve the livelihoods of farmers, empower women, and promote education.



Cocoa Life is built on the foundations of the Cadbury Cocoa Partnership, which was launched in 2008 in Ghana. There, Cocoa Life now covers 446 communities, across 16 districts. A total of about 41,100 farmers live in these communities 20,218 of which are registered as members of cocoa farmers' cooperatives. Cocoa Life expanded to Côte d'Ivoire in 2013 and already includes 170 communities and 19,895 farmers.

Ghana and Côte d'Ivoire are key cocoa origin countries. We work closely with national governments and our NGO partners to address child labor in the communities where Cocoa Life is active. We work to sensitize community members, build capacity with trainings, reinforce child protection structures, and engage youth on the issue of child labor.

As part of our continuing efforts, Mondelez International has commissioned [Embode](#), a human rights consulting agency, to assess the situation of child labor in Côte d'Ivoire and Ghana. As part of this work they will analyze the environment and national child protection infrastructure in the regions where we source cocoa in order to identify additional measures we can take in our efforts to tackle child labor. Based on Embode's recommendations, we will enhance action plans in both countries to most effectively help to eliminate child labor.

Embode was selected to conduct this work for Cocoa Life under the guidance of two of its external advisors: Aidan McQuade of Anti-Slavery International and Mil Niepold of The Consensus Building Institute.

In the next pages, you will find tangible examples of our current interventions.



## 1.1 Sensitization

### Ghana:

In 330 out of 446 communities where Cocoa Life is operational, sensitization campaigns have been carried out to raise awareness on child labor and its effects on children's development, the development of communities and the sustainable production of cocoa. Across these communities, these campaigns have reached 5,128 cocoa farmers (Male 3,413; Female 1,615).

In addition to sensitization, 209 out of 446 communities have already benefited from further dialogues on child labor, where farmers learn and discuss what work is appropriate for children (in line with ILO guidelines), and exchange more broadly on child protection and its promotion.

In Cocoa Life communities within the Ashanti, Brong, Ahafo Eastern and Western regions, 54,727 community members have also benefited from screenings of Ghana Cocoa Board's educational video "Children: the Nation's Future" to raise awareness on the negative repercussions of child labor and trafficking on children's development.

Cocoa Life supported the National Commission on Civic Education and the Department of Social Welfare to facilitate community learning forums in 209 communities for parents and school children to sensitize them on child development issues such as teenage pregnancy and child labor. A total of 32,400 students (Boys 16,192; Girls 16,208) and 30,322 adult community members (Male 16,310; Female 14,012) participated in the forum.



## Cote d'Ivoire:

Community Development Committees in 11 communities (out of 170) sensitized 947 people including 864 adults (Female 241; Male 623) and 83 children.

In order to promote school attendance and help eliminate child labor in several pilot Cocoa Life communities, CARE International, our implementing partner on the ground, supported school-aged children in getting birth certificates. The lack of birth certificates is a widespread problem in Côte d'Ivoire, which often hinders children's access to education. Getting birth certificates requires complex administrative processes involving the local government and legal services. To date, this pilot initiative has benefited 275 children including 123 girls and 152 boys attending the last two years of primary school.



## 1.2 Capacity building

### Ghana:

Cocoa Life partnered with the Ghana Education Service and has already trained Community Child Protection Committees (CCPCs) in 180 out of 446 Cocoa Life communities to effectively undertake child labor elimination activities. A total of 795 CCPCs members (Male 492; Female 303) from 180 Cocoa Life communities received refresher training on how to plan and train community members on child labor and the rights of the child.

1,463 community leaders have received leadership skills training with a focus on child labor. The trainings aim to equip participants with the necessary skills to become active champions for the elimination of child labor.

### Côte d'Ivoire:

At the community level, ICI and CARE International jointly facilitated the training of members of Community Development Committees (CDCOM) and several other local community leaders on child labor in seven Cocoa Life pilot communities. These training sessions, followed by sensitization activities were conducted in Nourlaye, Mahigbeu-Nadigbeu, Bateguedea, Keiba, Begafila, Brokoua and Bezu in the Daloa region.



## 1.3 Support child protection systems and structures

### Ghana:

Through our working experience we learned that there is a strong linkage between gender, women empowerment and child development. Under guidance from the government's Commission on Human Rights and Administrative Justice and the Department of Social Welfare, we have so far introduced Gender and Child Protection Committees in 9 out of the 16 districts in which we operate to replace the existing format of the Community Child Protection Committee.

These committees sensitize and promote education on issues relating to child labor and abuse in their respective communities. The GCPCs encourage and help parents to re-enroll their children in schools and actively discourage the use of children as laborers on cocoa farms and as herdsmen in their communities. The committees also serve as focal points for referral of any identified abuse, child labor and neglect to the district authorities.

District Child Protection Committees (DCPC) have been strengthened in all seven Cocoa Life districts. Effective linkages have been established between community-level Gender and Child Protection Committees (GCPCs) and the district level including institutions like the Commission on Human Rights & Administrative Justice (CHRAJ), Department of Social Welfare, Information Services Department and Department of Labor. These strengthened relationships help in better handling child neglect cases at the community level.

Cocoa Life participates in training activities led by the International Labor Organization (ILO) and the National Programme for the Elimination of the Worst Forms of Child Labour in Cocoa (NPECLC) at district and national levels to share lessons learnt from Cocoa Life activity implementation.

Cocoa Life is an active participant in ILO's Public Private Partnership (PPP) since 2010. Since 2010 we are also on the national technical committee for the update on the progress and challenges of the Ghana Child Labor Monitoring System (GCLMS).





## 1.4 Youth to Youth engagement

### Ghana:

Cocoa Life works with Ambassadors which are students who volunteer for two years to work during their holidays in Cocoa Life communities with children. All 12 Cocoa Life Ambassadors, with support from district offices of the Ghana Education Service, organized forums for Reading Club Patrons from 18 schools on child development issues to equip them with knowledge and skills to effectively engage their Reading Clubs.

Cocoa Life worked closely with the Ghana Education Service to facilitate a reading festival for 9 schools in Wassa East District. The festival which is intended to be an annual event seeks to sharpen the reading skills of pupils to improve their academic performance.

Cocoa Life supported 12 of its Ambassadors to organize 30 community forums to sensitize and explain selection criteria for the youth mentorship program. Community leaders were encouraged to nominate potential youths for selection into the program.

During school vacation, a total of 1,325 school children (Male 695; Female 630) have been engaged in education activities on child rights as well as child labor and child development issues in the Wassa East and Suhum districts. These activities were run by Cocoa Life Ambassadors and Volunteers. In addition, the children took part in classes to improve their academic performance in basic arithmetic's, reading and writing.

