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Mondelēz  
International



## Mondelēz International

**Sector:** Food and Agriculture

**Region:** Global headquarters in Chicago, USA. Products sold in 160 countries world-wide

Mondelēz International's claim is the logo of the [Cocoa Life](#) sustainability programme, which appears on the following chocolate brands: Freia, Marabou, Cadbury Dairy Milk, Cote d'Or, Suchard and Daim. The logo will appear on Milka from Q3 2018. Cocoa Life is a third-party verified cocoa sustainability programme to strengthen the **cocoa supply chain** while transforming the lives and **livelihoods of farmers** and their communities. It is grounded in actions such as providing farmer training on good agricultural practices, climate smart agriculture, additional sources of income and business management, as well as developing and implementing Community Action Plans and improving access to planting materials, seedlings and financial resources. The programme helps the communities address the dynamic and complex challenges they face on **environmental, social and economic dimensions** – all of which are interrelated and demand a holistic approach to solve. Launched in 2012, Cocoa Life is investing US\$400 million by 2022 to capacitate at least 200,000 cocoa farmers and reach one million community members in six key **cocoa growing countries**: Ghana, Côte d'Ivoire, Indonesia, India, the Dominican Republic and Brazil. This effort builds on the Cadbury Cocoa Partnership, which was founded in Ghana in 2008.

## Mindset

**Life Cycle Thinking:** The impacts at the agricultural stage (cultivation phase) of the product development process are assessed, ranging from access to education and business training for farmers to empowering women. Mondelēz is committed to hold itself and all partners along the cocoa supply chain accountable to ensure lasting, positive change.

**Hotspots Analysis Approach:** Cocoa Life always starts with a needs assessment to build the most relevant interventions in the agricultural practices in different communities across the world. Although the claim was not based on a comprehensive product hotspots analysis, this approach is considered at the farm and community levels.

**Mainstreaming Sustainability:** "Without cocoa, there is no chocolate. Without the next cocoa farming generation, there is no cocoa." This is at the heart of why Mondelēz International created the Cocoa Life programme in 2012. The company followed a development process based on a long-term roadmap, which includes the socio-economic and environmental aspects as crucial to improve their products' performance over time.

### Principle 1: Reliability



To verify impact on farmers and their communities and measure progress towards the goal of sourcing all cocoa sustainably, consistent evaluation is needed. Cocoa Life works with two independent third party verifiers – Ipsos and FLOCERT. FLOCERT is responsible for measuring the progress on the ground by conducting farmer, farmer household and community studies. These studies are designed to evaluate Cocoa Life's 10 global Key Performance Indicators (KPIs). FLOCERT verifies the flow of cocoa from Cocoa Life communities into the Mondelēz supply chain. It also verifies the benefits cocoa farmers receive, such as premium payments and clear trade terms. Experts and the research and development team are involved and provide evidence to generate farm-specific recommendations, which improve the efficacy and cost-effectiveness of the project interventions.

The message and the logo conveyed on the chocolates follows and reflects the evidence the company has on what has been developed on the ground. Third party verifiers confirm such evidence.

### Principle 2: Relevance



The claim highlights elements that make a difference to the overall sustainability performance of the cocoa. The hotspots at the cultivation phase include the farm environment, improved agricultural practices to enhance cocoa productivity, and community development that supports creation of additional livelihoods.

The claim is based on a voluntary initiative that exceeds regulatory requirements of the production countries and the consumption countries. It helps to maintain the best farm environment which is crucial to improve cocoa productivity over time.



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## Principle 3: Clarity

The logo of the programme is applied only to the brands that source their cocoa volume through the Cocoa Life programme. Next to the logo there is a text that explains the context in which the programme is taking place, such as "Let's help together, to improve the livelihoods and agricultural practices of Cocoa Life cocoa farmers". Also, there is a link to the programme website, where consumers can find more detailed information.



The connection between the claim and the product is clear and additional details are available online to support a better understanding of the claim. Consumers can access detailed information in progress reports, executive summaries, infographics and fact sheets available online.

## Principle 4: Transparency

Additional information is available on the website which is written in plain and non-technical language. It is also possible to access progress reports and information on the development of the claim.



Consumers can trace the information behind the claim, and how it was generated and verified. It is clear how, and by whom, the sustainability claim was developed; and who provided the evidence behind the claim, and how.

## Principle 5: Accessibility

If the brand sources cocoa through the Cocoa Life programme the logo is, in general, placed front and/or back of pack with appropriate size and the use of colorful fonts.



The information is available on-pack, website and social media.

## Principle 6: Three Dimensions of Sustainability



**Environmental:** Maintenance of the cocoa ecosystems and protecting the land. Investment in farmer training on good agricultural practices, planting of shade trees and rehabilitation of farms, mobilizing communities to prioritize forest protection and more. Fertiliser and usage of chemicals is also addressed as part of the good agricultural practices training.

**Social:** Multi-stakeholder collaborative programme design and oversight, tailor-made programmes for women, facilitating the development and implementation of Community Action Plans, youth engagement programmes, improved access to education and acting against child labor.

**Economic:** Assurance of clear terms of trade for farmers. Training in good agricultural practices and additional sources of income. Access to finance, financial literacy training as well as business management training to improve livelihoods.

The claim communicates selected impacts in all three dimensions of sustainability, and addresses these impacts through the actions outlined above.



TOGETHER, LET'S HELP THE COCOA FARMERS IN COCOA LIFE AND THEIR FAMILIES THRIVE. TOGETHER, LET'S HELP IMPROVE THEIR LIVELIHOODS AND THEIR AGRICULTURAL PRACTICES. FOR TODAY AND TOMORROW. JOIN US IN BUILDING THE FUTURE OF COCOA



## Principle 7: Behaviour Change and Longer Term Impact



Mondelēz has identified that child labor, deforestation and climate change, gender equality and sustainable livelihoods for farmers are topics that also matter to conscious consumers. Cocoa Life addresses these.

The topics which matter to consumers are referenced in the product packaging, but the language and the pictures used on packaging vary nationally according to local contexts. Mondelēz could improve its action towards this principle by asking consumers to be actively involved.

## Principle 8: Multi-Channel and Innovative Approach



Cocoa Life talks through the brands to individual consumers. Brands such as Cadbury and Cote d'Or have started to communicate to their consumers and further action is already planned.

The on-pack claim is the first stage of consumer communications. Different additional communication channels are used to communicate the results and progress made by the programme such as websites, social media, blogs, newsletters, and a Youtube channel, which hosts more than 40 videos.

## Principle 9: Collaboration



Mondelēz involves a wider group of actors to jointly develop the basis for the sustainability claim. Fairtrade International is a programme partner in Ghana for strengthening farmer organizations amongst other projects. Programme partners (NGOs, suppliers) and researchers are also involved in programme design, development and communication of the claim. Mondelēz works closely with governments from the key cocoa growing countries.

The programme creates partnerships with governments, non-governmental organizations, supply chain partners and communities to further support local communities. Mondelēz welcomes other stakeholders to participate and thereby improve the overall public acceptance of the claim by consumers.

## Principle 10: Comparability



This principle states that product comparisons should be used only where it really helps the consumer to make sustainable choices. In this claim, Mondelēz opted for not addressing this aspect.