



DEBRIEF CHOCOTHON

18-20 January - Impact Hub Accra (Ghana)

INTERESTING FACTS

CHOCOTHON GHANA

- 3 days of event
- 20+ participants
- 4 teams hacked during the Chocothon Hackathon
- Guests,participants&speakers from 10+ different nationalities
- 200 000 account reached on social media

SOCIAL MEDIA REPORT

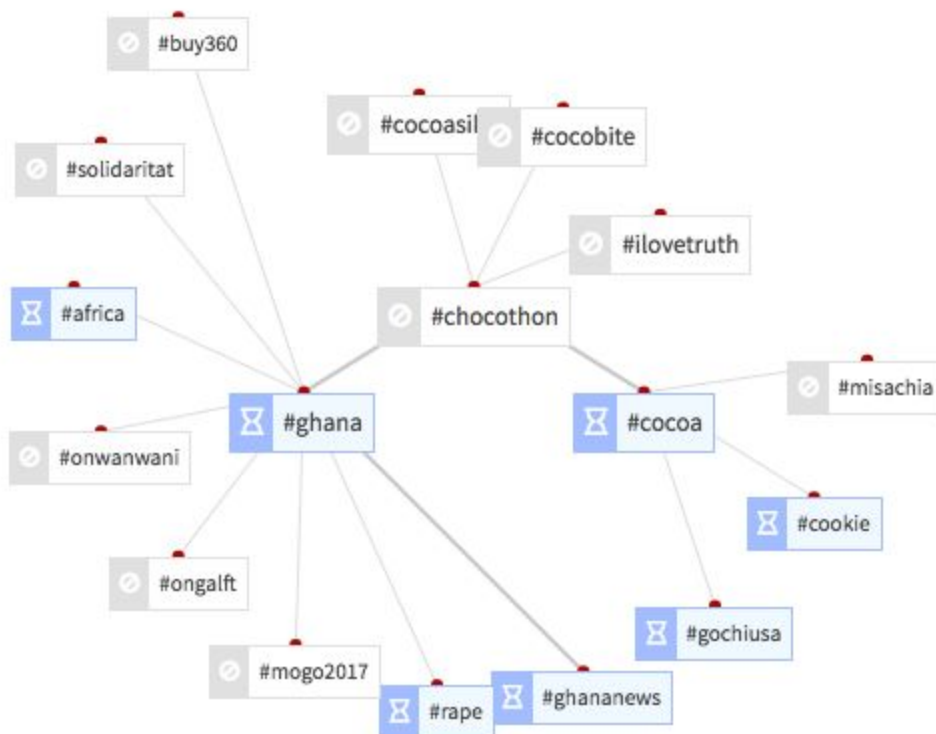
number of posts: 300+

number of reposts: 400+

number users involved in posting: 100+

impressions: 500k+

Hashtags related to chocothon



Top Mentions

Top mention earned 76 engagements



FutureFoodInstitute

@Ffoodinstitute · Feb 2

Did you miss **#Chocothon**? Take a look at our **@Storify!** bit.ly/ChocothonStorify...

@chocothonghana @ITCnews

@crowdfunding @business @Google

pic.twitter.com/c7I5oEGAsE



🔁 14 ❤️ 13

Top mention earned 55 engagements



ITC Sustainability

@ITC_sustainable · Mar 24

Our **@ITC_sustainable** team is busily explaining our work incl.

@chocothonghana and standardsmap.org

@G3InnovDay #SDGs #SDGaction

pic.twitter.com/g0mPtSMa8u



🔁 12 ❤️ 18

STORIFY



See the best posts and interactions on social media about Chocothon with storify [HERE](#)

THE EVENT



Ghana is the second largest producer and exporter of cocoa beans, after Côte d'Ivoire. Chocothon wants to make sure that cacao farming remains a productive source of income for Ghanaian farmers, and of tasty treats for chocolate lovers, long into the future.

On January 18, Chocothon's Phase 1, Mission 1 kicked off with a three-day conference series. These conferences shared knowledge about three main topics: current cocoa farming practices in Ghana, the International Trade Centre (ITC) tools, and available tech solutions to include Ghanaian cocoa farmers in the supply chain. Parts two and three of Phase 1 took place from January 21 to 25 to connect stakeholders and empower producers.

This initiative was created as a platform for sustainable Ghanaian cocoa supply chains by Google Food Team, the Future Food Institute (FFI), and the International Trade Centre (ITC) with knowledge support from Business School Lausanne (BSL). Other partners hope to achieve progress toward sustainable production by gathering stakeholders, enriching community development, and benefiting chocolate lovers everywhere, from farmer to consumers.

THE WINNERS



Cocoa Sika, a team comprising web developers, social entrepreneurs and agriculturalists, was on 22 January named the winner of the Ghana Chocothon for its innovative solution to address problems in cocoa supply chain. Runners-up in the Chocothon were Vocoa, and Chocobites, two teams made up by a mix of students, web developers and agri specialists.

The Cocoa Sika team, which won one year of co-working space from [Impact Hub Accra](#), focused its winning entry on production improvement for cocoa farmers. Under the slogan 'Sika pa!' (meaning 'good money'), the team's entry set out how to make it easier for Ghanaian cocoa farmers to access credit. The Cocoa Sika prototype – a mobile phone and web application – aims to give farmers access to low interest loans and system awarding loyalty bonuses to the farmers. It also proposes to include access to a health insurance scheme.

Read more about the project [HERE](#)