Investing in Partnership

Meetings of the International Cocoa Council

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The Crossland Group, Ltd
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- Commit to goals and outcomes of the partnership—all parties benefit

- Maximize the comparative strengths and value of each other—the whole is greater than the sum of its parts

- Balance synergies with autonomy while being transparent about decision-making and resources

- Drive innovation where third parties in the ecosystem will benefit

- Ensure internal champions exist on ‘both sides’ and commit to dynamic communications

Partnership Ignites Impact

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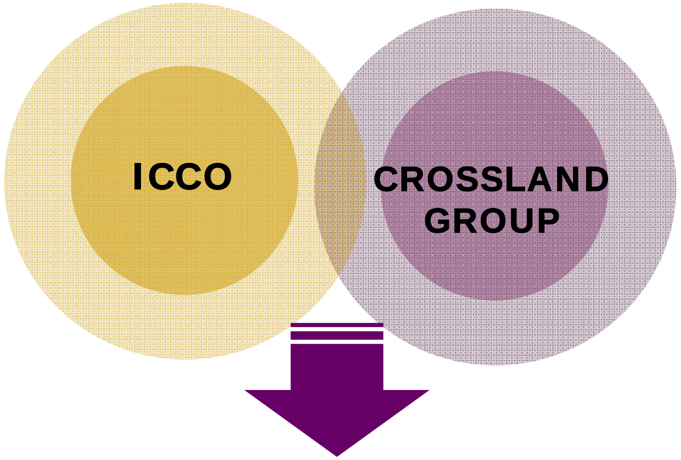
A **neutral,** intergovernmental **organization** that **enables** the collective interests of the **public and private sectors, and civil society in the world cocoa economy**



A global **partnership company** that provokes leaders and teams **to see and act** on **possibilities**—we believe that **relationships matter, people inspire greatness** and **partnerships ignite impact**

Global
Objective Facilitator
Public/Private Sector Intersections
Diversified Donor Strategies
Fuelling Economic Growth
Multi-stakeholder Collaboration
Cross-initiative Integration
Enabling Young People

Surfacing Synergies

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Clients

- IBM, BOEING, PEPSI
- Foundation Center
- Junior Achievement

Donors

- Philanthropy Networks
- Corporate Foundations
- Individuals

Global Reach

- All Geographies
- *Africa

Strategic Initiatives

- Collaboration Strategies
- Ecosystem Mapping
- New Business Models
- Talent Management
- Board Governance
- Business Analytics
- Shaping Industries
- Innovation Culture

Brokering Opportunities for Partnership

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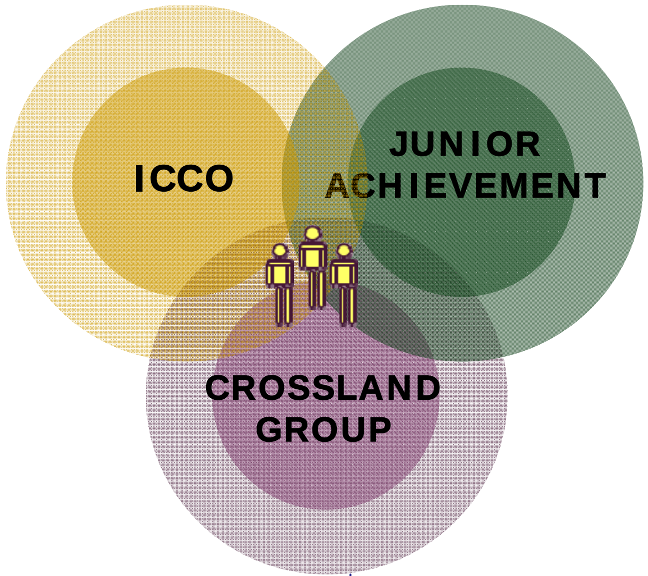
Enabling the Next Generation

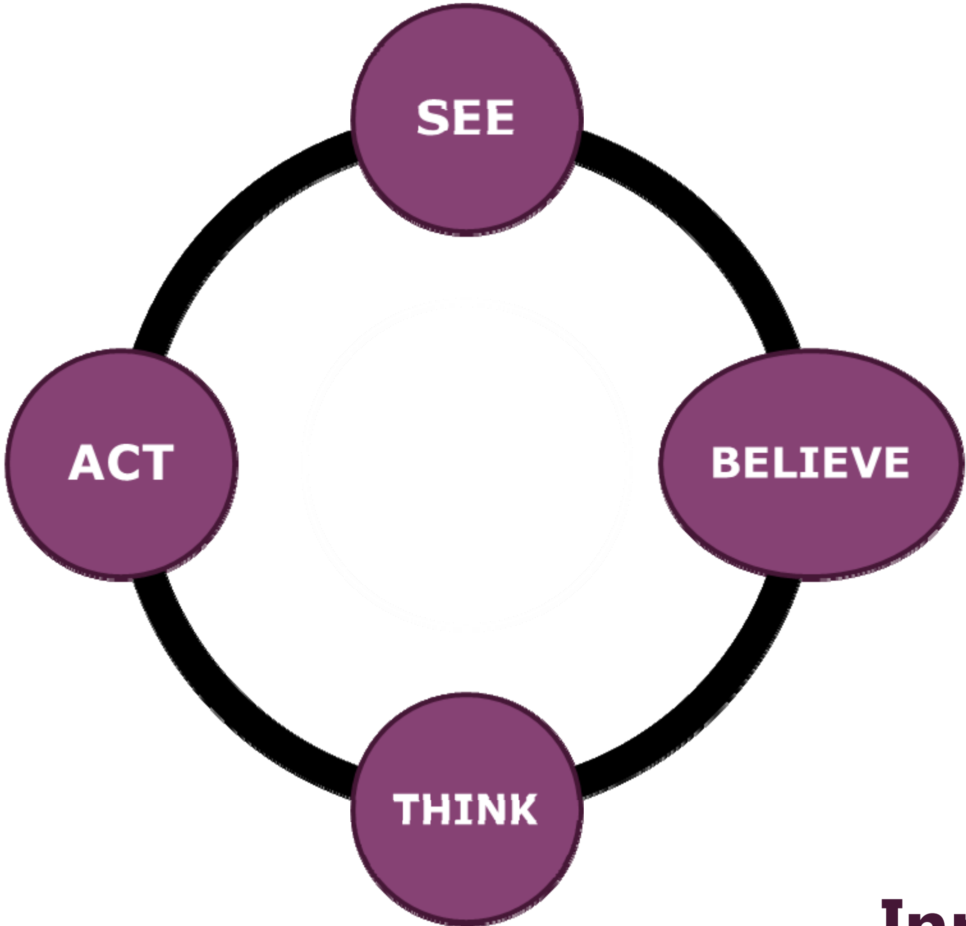
Building new partnership strategies to better enable a sustainable cocoa economy



A 92 year-old **organization** that **empowers 10 million young people** (5-25 years old) **worldwide** through **Entrepreneurship, Workforce Readiness** and **Financial Literacy** programs

Brokering opportunities for expanded partnerships

Expanding ICCO's Partner Reach



See *the trends,* ***believe*** *what is possible,* ***think*** *about new dynamic business models and* ***act*** *upon realistic priorities and commitments*

Innovating the Approach

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The world is now home to **over 1.1 billion youth** between the ages of 15-25—**81 million** of whom are **currently unemployed**

Cocoa farmers are aging and there **are inadequate incentives** to attract the **next generation** of cocoa growers

Junior Achievement helps young people own their economic success by developing real-world entrepreneurship skills and microenterprises

ICCO incents young people to embrace a career in agriculture with cocoa as the pivotal commodity, packaged with food crops and other lucrative activities

See Trends that Fit

- **JA Africa and JA Americas** equips young potential cocoa farmers with **basic life skills, business education and entrepreneurship skills** through their adapted Company Program

- **ICCO** applies a curriculum for **Cocoa and Food Security** to secure the next generation of African cocoa farmers living in **rural communities** in ICCO member countries

Believe What Is Possible

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Junior Achievement
A Member of JA Worldwide
Africa

ICCO

BARCLAYS

SHELL FOUNDATION

Think about Dynamic Models

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- Researching statistics and trends to solidify the need
- Developing joint curriculum and an integrated model
- Engaging in deeper conversations about the opportunities
- Working w/ ICCO members to define cohorts in desired countries
- Agreeing upon outcomes and evaluation framework—both partnership and programmatic
- Drafting the proposals
- Running the pilots

Act on Priorities

Partnership Ignites Impact