



**INTERNATIONAL COCOA ORGANIZATION
 ORGANISATION INTERNATIONALE DU CACA
 МЕЖДУНАРОДНАЯ ОРГАНИЗАЦИЯ ПО КАКАО
 ORGANIZACION INTERNACIONAL DEL CACA**

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To: All Members and Observers

From: The Executive Director

**Subject: Follow-up actions from the International workshop on cocoa certification:
 A direct dialogue between the cocoa and chocolate industry and cocoa
 producing countries, 6-7 March 2014, Radisson Blu Hotel, Zurich Airport,
 Switzerland**

The Executive Director presents his compliments and has the honour to inform Members and Observers of the arrangements for a Direct dialogue between the cocoa and chocolate industry and cocoa producing countries, which is being organized and facilitated by the International Cocoa Organization (ICCO) and the United Nations Forum of Sustainability Standards (UNFSS) at the Radisson Blu Hotel, Zurich Airport from 6-7 March 2014, pursuant to the recommendations issued at the International Seminar on Cocoa Certification which took place in Douala, Cameroon in June 2013.

The seminar is intended for representatives of ICCO Member countries and other interested parties. It is kindly noted that registration in this event is free of charge, and by invitation only. The Announcement and Registration Form in respect of the Workshop are attached to this document.

It is noted that the travel and hotel costs of participants will be fully sponsored by their countries. Preferential rates for delegates have been arranged by the Secretariat as follows:

HOTEL	ADDRESS	ROOM RATE
Radisson Blu Hotel	PO Box 295, CH 8058 Zurich Airport Tel: +41 44 800 4040 www.radisson blu.com http://www.radissonblu.com/hotel-zurichairport	CHF 265 (£179 approx), based on a standard room for single occupancy, including breakfast buffet, excluding city tax of CHF 2, 50 per day

The Radisson Blu Hotel is situated within the Zürich Airport terminal, within easy walking distance on arrival, and offers free Internet facilities. There is also easy access from the airport to downtown Zurich by public transport. Other hotel options in Zurich Airport exist, if required.

Participants are kindly advised to check with their local Swiss embassies in relation to visa requirements for entry to Switzerland. A list of Swiss missions around the world can be accessed from the following link: <http://www.eda.admin.ch/eda/en/home/rebs.html>

All enquiries about the workshop programme should be directed to:

Mr. Laurent Pipitone, Director of the Economics and Statistics Division, ICCO
Tel: +44 (0)208 991 6005
Email: dir.econ@icco.org

All enquiries related to registration and other practical arrangements should be directed to

Mr. Philippe Pestelle
Assistant World Cocoa Conference Co-ordinator:
(Telephone: +44 20 8991 6019 / 00; Email: assist.wcc@icco.org).



17 January 2014



FOLLOW-UP ACTIONS FROM THE INTERNATIONAL WORKSHOP ON COCOA CERTIFICATION

*A DIRECT DIALOGUE BETWEEN THE COCOA AND CHOCOLATE INDUSTRY AND
COCOA PRODUCING COUNTRIES*

- ANNOUNCEMENT -

6-7 March 2014 – Radisson Blu Hotel, Zürich Airport, Switzerland,

BACKGROUND

Introduction

The issue of sustainability in the cocoa sector is characterized by two major features:

On the one hand, the demand from consumers to have chocolate that is produced with cocoa that meets minimum requirements in terms of sustainability (meeting economic, social and environmental or people, planet and profit criteria and indicators) have led to considerable efforts on the part of the cocoa and chocolate industry to demonstrate that it is heeding this call.

As a result, major chocolate manufacturers such as Mars Inc., Mondelēz International, Nestlé, Ferrero and Hershey have now publicly committed to source only cocoa that is certified sustainable. Some from among these companies have indicated 2020 as the target year to reach that goal. As these five leading companies represent about 50% of global cocoa use, the impact of such a strong commitment on the cocoa supply chain cannot be underestimated. There is therefore a considerable pressure on other stakeholders to play their parts in achieving this goal and moving certified cocoa from the niche market it currently is, to the mainstream.

On the other hand, there is widespread concern that certification initiatives do not bring clear and unambiguous economic gains for cocoa producers when the costs and benefits are rigorously analysed. Some analysts indicate that certification agencies tend to only select and work with “the low hanging fruits”, i.e. cocoa producers that are already well organized in successful cooperatives and who can therefore easily reap the benefits of such a status. This leaves the vast majority of cocoa farmers marginalized and unable to benefit from certification. With only an estimated 10 to 20% of cocoa farmers organized as members of a cooperative in many exporting countries, it is crucial to seek ways to arrive at the best model for certification to reach unorganized smallholders. This would eventually increase adoption and bring certification to the mainstream.

Finally, a trend is now emerging in terms of proliferation of certification initiatives at the national, international, private and public levels, all claiming to achieve sustainability and targeting the same cocoa producers, thereby adding to the confusion. Despite considerable efforts made to harmonize the criteria and approach to measure and reward sustainability, there is a general recognition among cocoa stakeholders that much remains to be done.

This is the background against which an international workshop on cocoa certification was held in Douala, Cameroon, from 24-27 June 2013. The workshop was attended by more than 160 participants from 18 countries in Europe, the United States, Africa, Latin America and South-East Asia, representing cocoa producers, governments from cocoa exporting and importing countries, the cocoa and chocolate industry, certification bodies, civil society and international agencies, and included over 30 speakers and panellists.

During the workshop in Douala, the opportunity was given to all stakeholders to make their respective cases through presentations and panel discussions leading to recommendations. A key recommendation from the workshop was that the ICCO would facilitate a further workshop, called direct dialogue, between the cocoa and chocolate industry on the one hand, and cocoa producing /exporting countries on the other, the two leading actors in the cocoa value chain.

Preparation and Consultation Process

The purpose of the forthcoming workshop would be to agree on the way forward for cocoa certification in the face of ever increasing private sustainability standards, the emergence of national standards introduced by producing countries as well as the introduction of international standards.

In addition to representatives from cocoa producing countries and the cocoa and chocolate industry, the workshop will be attended by senior representatives from three groups of stakeholders: 1) private standards schemes (Rainforest Alliance, UTZ Certified and Fairtrade, CCE and ISEAL); 2) international standards (CEN/ISO) as well as 3) national standards either already established or being considered by cocoa-producing countries (i.e. Côte d'Ivoire, Ghana, Indonesia, and Malaysia).

To ensure a focused debate that will result in a productive outcome, the ICCO and the UNFSS has invited a senior consultant, Ms. Aimee Russillo, to work with key representatives from the above three groups of stakeholders to produce a working document that will be discussed during the forthcoming workshop. The aim is to provide the broad outline upon which the key stakeholders could consider and agree to begin the process of creating a reference framework of commonalities for sustainable cocoa. The main objective of this approach would be to support the development of mainstream sustainability, using a set of commonly agreed pre-competitive, minimum requirements, up to a threshold level, beyond which individual standards are free to compete with one another based on their unique specific requirements taking into account the demands of individual consumer market segments. This document is to be circulated to all parties participating to the workshop prior to the event, for discussion at the workshop.

The recommendations on the way forward from the workshop will be further discussed at the meeting of the ICCO Consultative Board (CB) to be held on Monday 10 March, 2014. This would provide an opportunity for additional inputs from stakeholders who did/could not attend the workshop. The chairman of the CB will report to the International Cocoa Council on Friday 14 March, 2014. After further discussion among Members of the ICCO Council, the final outcome will be presented to the press and to the general public at the World Cocoa Conference scheduled to take place from 9-13 June 2014 in Amsterdam, The Netherlands.

In addition, the workshop will provide an opportunity for private companies to demonstrate their commitment in achieving sustainability through the many individual initiatives/programmes that they have declared publicly to assist farmers in individual countries. By laying out the concrete plans and their impact of the programmes would further reinforce the corporate social responsibilities of the companies concerned in the effort to ensure thriving cocoa farming communities in line with objective set out in the *Global Cocoa Agenda*.

OBJECTIVE

The main objective of this direct dialogue is to critically assess, reflect on the recommendations from the workshop and agree on a strategy to enhance the sustainability of the cocoa sector through credible national and existing international standards. This would represent an opportunity for key stakeholders to explore the next steps that will bring about mutual benefits both to the industry and smallholders especially those farmers who are marginalized by default due to the “plucking of low hanging fruits” by existing certification schemes.

EXPECTED OUTPUT

The expected output would be in the form of a list of recommendations/strategy on how best to use certification as one of many tools towards achieving a sustainable world cocoa economy, thus contributing to small farmers earning a decent income from cocoa farming living in thriving communities with access to basic social, health, potable water facilities without harming the environment and attracting a younger generation of cocoa farmers.

PARTICIPANTS

This direct dialogue is open to all companies involved in the cocoa and chocolate industry as well as to representatives of cocoa producing countries. In addition, guest speakers from certification bodies, CCE, CEN, and National Standards are invited to present their recommendations on the best ways in which they can complement each other's efforts with a view to reducing costs and increasing the benefits to smallholders and make practical suggestions to increase adoption of certification as a tool to achieve a sustainable world cocoa economy. Participation is restricted to registered participants and guests.

REGISTRATION AND PRACTICAL ARRANGEMENTS

The direct dialogue between the cocoa and chocolate industry and cocoa producing countries is being organized and facilitated by the International Cocoa Organization (ICCO) and the United Nations Forum of Sustainability Standards (UNFSS).

The seminar is intended for representatives of ICCO Member countries and other interested parties. It is kindly noted that registration for this event is free of charge, and by invitation only. Please refer to the section on "Enquiries and Registration" to register.

Sponsoring opportunities for the event will be offered to cover costs involved.

The workshop will be held from 6-7 March 2014, at the Radisson Blu Hotel, located at Zürich Airport, Switzerland.

Preferential rates have been arranged at the following hotels in Zürich. Participants are requested to make their own hotel reservations directly with the hotels, quoting the following special rates for "ICCO" meetings which were negotiated for us by the Federal Department of Economic Affairs, Education and Research EAER, State Secretariat for Economic Affairs SECO.

HOTEL	ADDRESS	ROOM RATE
Radisson Blu Hotel	PO Box 295, CH 8058 Zurich Airport Tel: +41 44 800 4040 www.radisson blu.com http://www.radissonblu.com/hotel-zurichairport	CHF 285 (£193 approx), based on a standard room for single occupancy, including breakfast buffet, excluding city tax of CHF 2, 50 per day

The Radisson Blu Hotel is situated within the Zürich Airport terminal, within easy walking distance on arrival. It offers free internet facilities, as well as easy access from the airport to downtown Zurich by public transport.

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PRELIMINARY OVERVIEW OF THE PROGRAMME

- i) Opening session

Session 1

- ii) Presentation and discussions on the working document prepared by the ICCO consultant
 iii) Presentations by stakeholders involved in certification or standard setting on practical suggestion on how to complement each other and work together and the way forward in certification
- Presentations by certification schemes: Rainforest Alliance, Fairtrade, UTZ Certified, CCE, ISEAL
 - Presentations by CEN/ISO
 - Presentations by cocoa producing countries on national standards
- iv) Panel discussion: Certification Schemes, National Standards, ISEAL, CCE, CEN, UNFSS

Session 2

- v) Panel discussion: direct dialogue between representatives from governments of cocoa producing countries and the cocoa and chocolate industry

Session 3

- vi) Recommendations on the way forward
- Strategy: Practical actions on how the industry, certification initiatives and cocoa producing countries can work together using an integrated approach
 - Practical actions on how the ICCO and UNFSS can facilitate the process
- vii) Closing session and adoption of recommendations on the way forward

ENQUIRIES AND CORRESPONDENCE

All enquiries about the workshop programme should be directed to:

Mr. Laurent Pipitone
 Director of the Economics and Statistics Division
 Telephone: +44 (0)208 991 6005; Email: dir.econ@icco.org

All enquiries related to registration and other practical arrangements should be directed to:

Mr. Philippe Pestelle
 Assistant World Cocoa Conference Co-ordinator:
 Telephone: +44 20 8991 6019 / 00; Email: assist.wcc@icco.org.

BACKGROUND DOCUMENTS

- i) Report of the International Cocoa Certification Workshop in Cameroon
 ii) Recommendations adopted at the International Cocoa Certification Workshop in Cameroon
 iii) UNFSS recommendations



“FOLLOW-UP ACTIONS FROM THE INTERNATIONAL WORKSHOP ON COCOA CERTIFICATION: A DIRECT DIALOGUE BETWEEN THE COCOA AND CHOCOLATE INDUSTRY AND COCOA PRODUCING COUNTRIES”

RADISSON BLU HOTEL ZURICH AIRPORT, SWITZERLAND 6-7 MARCH 2014

**PLEASE FAX THIS FORM TO THE ICCO SECRETARIAT
BY FAX: +44-0208-997-4372 or scan and send by e-mail to: assist.wcc@icco.org**

REGISTRATION FORM

Title: Dr Mr. Mrs. Ms.

Name: _____
(Please use capital letters for family name)

Delegate's Status: Head Alternate Observer

Country: _____

Organization: _____

Office Address: _____

Tel: _____ Fax: _____

E-mail: _____

Name of partner attending: _____
(Please underline surname)

Name of Hotel in Zurich: _____

Date of Arrival:

Date : Flight No:..... Time:

Date of Departure:

Date : Flight No. : Time: