



Outcome of the Second World Cocoa Conference / Amsterdam Cocoa Declaration

Introduction

At the kind invitation of the International Cocoa Organization (ICCO) and of the Government of The Netherlands, more than 1,400 participants coming from 55 countries worldwide, representing all stakeholders in the cocoa value chain, met in Amsterdam, The Netherlands, from 9-13 June 2014, for the Second World Cocoa Conference.

Over the five days, the participants reviewed the implementation of the *Global Cocoa Agenda* adopted in November 2012 in Abidjan, Côte d'Ivoire, and charted the way forward.

The *Global Cocoa Agenda* provides the roadmap towards achieving a sustainable world cocoa economy. It outlines the strategic challenges facing the cocoa value chain, the recommended actions to address them and the responsibilities of the stakeholders in the cocoa sector at national, regional and international levels.

After the opening ceremony, participants from governments of cocoa-producing and cocoa-consuming countries and from the cocoa and chocolate industry reported on the progress achieved in the first two years of implementation of the *Global Cocoa Agenda*, identified the constraints faced and the remedial actions taken, as well as the adjustments made.

Participants agreed to step up their efforts and to further enhance the implementation of the *Global Cocoa Agenda*. Overall, reviewing the implementation of the Agenda, they expressed satisfaction about the significant progress made in some areas while acknowledging the challenges faced in others, concluding that much more remained to be done, in particular in the area of improving cocoa farmers' incomes and increasing their resilience in the face of price volatility, while ensuring their food security.

Participants recognized that sustainability in the cocoa sector requires a much wider perspective, encompassing developmental aspects, the responsibilities for which lie beyond the cocoa sector *per se*.

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To unlock the potential of the cocoa sector for the benefit of all its actors, the Conference called for closer collaboration and alignment between the stakeholders, acting in a co-ordinated manner to pool existing resources and to use expertise within individual stakeholders and initiatives to maximize its impact through public-private partnerships (PPPs) and other strategies. Such an approach would bring about meaningful results, to the advantage of all stakeholders, especially the smallholder cocoa farmers who remain the most vulnerable in the value chain.

This approach would also ensure that farming, both for individual farmers, and for farmer-based organizations, becomes economically viable, enabling producers to take advantage of market opportunities, while also providing them with decent livelihoods and meeting the growing global demand for cocoa and chocolate products.

Efforts should be made to ensure that supply and demand of cocoa and chocolate products grow in tandem and in a balanced way, so that an increase in production does not apply downward pressure on prices.

Priority Areas

Going into the specifics, the conference agreed on the following recommendations as the next steps, in line with the *Global Cocoa Agenda*:

1. The establishment of and/or the strengthening of fully inclusive, transparent and participatory Public-Private Partnerships (PPP) platforms is encouraged to design and implement National Cocoa Plans;
2. National Cocoa Plans should give priority to policies that empower farmers and improve their income in a clear and measurable way;
3. National Cocoa Plans should, as a matter of urgency, undertake an inventory of cocoa resources, to assist in the process of production planning and to evaluate the impact of production policies on prices and on farmers' income;

4. Working groups should be established within the framework of the national platforms to investigate country-specific issues such as the Improvement of Productivity and Quality; Cocoa Genetic Resources; Consumption promotion, especially in Emerging and Origin countries; Prices and Farmers' Incomes; Value addition; Diversification packages; Model Farms (minimum farm size and crop combination to ensure economic profitability); Land Tenure; Good Agricultural Practices; Farmers' Organizations; Farmers' Training in Business Management; Certification; Child Labour; Gender Equality; Impact of climate change; Biodiversity etc., and to make recommendations that are pertinent to local contexts;
5. Corporate or private cocoa initiatives may promote innovation and, where appropriate, it is highly recommended that these are well coordinated in the framework of national plans;
6. International coordination of cocoa sustainability programmes should be improved by building on existing initiatives such as CocoaConnect, CocoaMap and CocoaDatabank, Ingenic, Cacaonet, and other similar initiatives and create synergies;
7. Relevant actors in the cocoa value chain should collate and adopt Key Performance Indicators (KPIs) to evaluate the impact of specific policies and initiatives and make appropriate recommendations as and when required;
8. A working group should be set up to study the feasibility of establishing a Global Cocoa Sustainability Fund to provide additional direct and timely financing for projects and programmes in the cocoa sector, primarily for the benefit of producers.

International Alignment

Recognizing that long-term sustainability is an evolving process which requires a transformational change in the global cocoa value chain, the Conference agreed to keep up with the momentum of the first World Cocoa Conference, using the *Global Cocoa Agenda* as the roadmap.

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In this regard, the Conference agreed to further strengthen the role of the ICCO Consultative Board on the World Cocoa Economy (Private Sector) which was tasked to monitor the implementation of the *Global Cocoa Agenda*.

The Conference proposed to raise the seniority of the members of the Consultative Board to ensure that they are empowered to discuss issues and consequently to take decisions that can be swiftly implemented for the benefit of the entire cocoa value chain.

In addition, it is proposed to introduce a series of Key Performance Indicators to measure progress in the implementation of the *Global Cocoa Agenda*.

The Conference commended cocoa-exporting and cocoa-importing countries that have established public-private partnership platforms to formulate and implement their national cocoa plans with all the appropriate components. The Conference encouraged other countries to establish their platforms, as a matter of urgency, in order to enable better coordination of cocoa initiatives at regional and global levels.

The Conference commended the twelve companies in the cocoa and chocolate industry for their spirit of cooperation, leading to the development of *CocoaAction*, and for the decision to align with government and other initiatives in producing and consuming countries.

The International Cocoa Council is kindly requested to authorize an adjustment in the membership of the Consultative Board to reflect this development.

The Conference reaffirmed the mandate to the Consultative Board, under the authority of the International Cocoa Council, in accordance with the provisions of the International Cocoa Agreement 2010, to continue acting as the think tank providing the overall strategic direction for the cocoa sector in its vision to achieve a sustainable world cocoa economy.

The Consultative Board is requested to established expert working groups to investigate the topics identified in the priority areas, making recommendations as appropriate. In this respect, it is proposed that work on the draft list of indicators and targets will continue in the working groups. The working groups would include experts on all relevant topics and would work in between and during the statutory meetings of the Consultative Board where progress reports and appropriate recommendations to the ICCO Council can be made.

Word of thanks to Host Government and sponsors

Participants expressed their deep gratitude to the Government of The Netherlands for its fantastic hospitality, generous sponsorship and impeccable logistical support in organizing the Second World Cocoa Conference.

Next Conference

Participants accepted the kind offer of the Government of the Dominican Republic to host the Third World Cocoa Conference in March 2016, in Bávaro (Punta Cana), to be facilitated by the ICCO Secretariat.