



## Roadmap: Mondelez International

### Background

At the 2022 General Meeting of the German Initiative on Sustainable Cocoa (GISCO), it was decided that the preparation of individual roadmaps by each GISCO member and annual public reporting on commitments and milestones included in these roadmaps is a valuable and mandatory contribution to achieve [GISCO's objectives](#).

In addition to the monitoring and based on the [GISCO roadmap](#) which lists the goals, targeted indicators and recommendations for action of the German Initiative on Sustainable Cocoa on the focus topics of certified/independently verified cocoa, traceability, deforestation/agroforestry, child labor and living income, the members of GISCO draw up individual roadmaps on these focus topics, which are published on the GISCO website.

More information on the individual roadmaps can be found in the [background document](#).

### Commitments

- [Traceability](#)
- [Certification and independent verification](#)
- [Entwaldung/Agroforstwirtschaft](#)
- [Child Labour](#)
- [Living Income](#)

### Note:

Mondelez International and Cocoa Life define program goals to advance cocoa sustainability of the cocoa sourced through Cocoa Life. The overview in this document highlights the goals and approaches of Cocoa Life. These are not commitments towards the German Initiative on Sustainable Cocoa.



## Traceability

### Traceability Related Goals and Approaches of Cocoa Life:

#### Goal:

**Our goal is to have all Mondelez International's chocolate brands source their cocoa volume needs through Cocoa Life by 2025.**

#### **Approaches:**

- We work with about 300,000 farmers who together grow enough (or more) cocoa to make every bar of chocolate with the Cocoa Life logo on pack. All farmers are registered with the program and their farms are mapped. We trace this cocoa from the farm until it reaches our [cocoa suppliers](#), who process our beans for us.
- We [publish](#) our progress annually and work with [FLOCERT](#) (the global certifier for Fairtrade) and [Ipsos](#) (third party research agency) to independently verify and measure our progress and keep us on track.
- FLOCERT traces and verifies the flow of cocoa from Cocoa Life communities into the supply chain. It also confirms that the benefits of the program, such as premium payments, are passed to farmer organizations and their farmers.
- Ipsos works on the ground to measure our program and the impact we have. It looks at 10 key performance indicators - such as cocoa yield and reduction in child labor - to assess whether we're creating the right change in these areas

#### Milestone:

75% by end of 2021

#### Challenge:

The ability of local farmer organizations to support data management with respect to farmer registration, record keeping, and farm mapping is increasingly important and additional local capacity building will support strengthening of local institutions and ability of traceability systems.



## Certification and independent verification

### Verification Related Approaches of Cocoa Life:

#### **Approaches:**

##### **Volume & Premium Verification**

- To support the volume of cocoa we need, we trade with farmers/organizations through our suppliers, externally verifying the volume we buy, and premiums farmers are paid.
- Through our supplier agreements, Mondelez International agrees the volume upfront that we're going to buy from the 209,000+ farmers we work with in the program.
- These volumes are registered by FLOCERT in their Flotis system.
- FLOCERT then independently verifies the amount of cocoa bought from the farmers and the premium paid to each of them through the traders/suppliers.
- This way we can know that our goals have been fulfilled.
- The system tracks every ton of cocoa under Cocoa Life until it enters our supply chain. If it cannot trace a batch of cocoa, FLOCERT drills in to find out where it came from and whether the premium was paid.

##### **Outcome & Impact Evaluation**

- Ipsos evaluates Cocoa Life based on the program's global Key Performance Indicators (KPIs). Impact assessments are based on longitudinal panel studies that are statistically representative of Cocoa Life participants in each Cocoa Life origin country.

## Deforestation/Agroforestry

### Deforestation/Agroforestry Related Goals and Approaches of Cocoa Life:

**Goal: By 2030 Cocoa Life seeks no deforestation on Cocoa Life farms globally.**

#### **Approaches:**

- We are helping farmers to grow more cocoa on less land so that they can increase their yields on their farms and don't expand into forests. We encourage farming activities that improve farmers' productivity and income.
- We can see agroforestry is a part of the solution: producing the same volume of cocoa from less land will leave farmers room for crop diversification and stop farm expansion into protected areas.
- We train farmers and communities to adopt the best agricultural and environmental practices to become more sustainable, efficient, and resilient.
- We're working closely with our suppliers to confirm they cover their entire cocoa volume they supply to us. This is to ensure that our cocoa is deforestation-free and that child labor due diligence is in place by 2025
- MDLZ is a founding member of the Cocoa & Forests Initiative (CFI) and, in 2019, released action plans to end deforestation in the cocoa sector and restore forest areas — alongside cocoa-producing countries of Côte d'Ivoire and Ghana, and the world's leading chocolate and cocoa companies



**Milestone:**

- By the end of 2021 mapped about 78% of farms working with Cocoa Life farms
- Recent findings show near to no deforestation on or closely around Cocoa Life farms in West Africa since 2018 (0.1% in Ghana and 0.4% in CIV)
- Trained more than 208,000 farmers on Good Agricultural Practices to increase yield and protect the environment and distributed over 4.5 million economic non-cocoa (or shade) trees to provide additional sources of income and shade to help cocoa grow.
- We have trained more than 335,000 community members and farmers on Good Environmental Practices so they can help protect the environment.

**Challenge:**

Socio-economic safe guards for rural population impacted by zero-deforestation goals to prevent fallback to deforestation in other crop chains or goods.

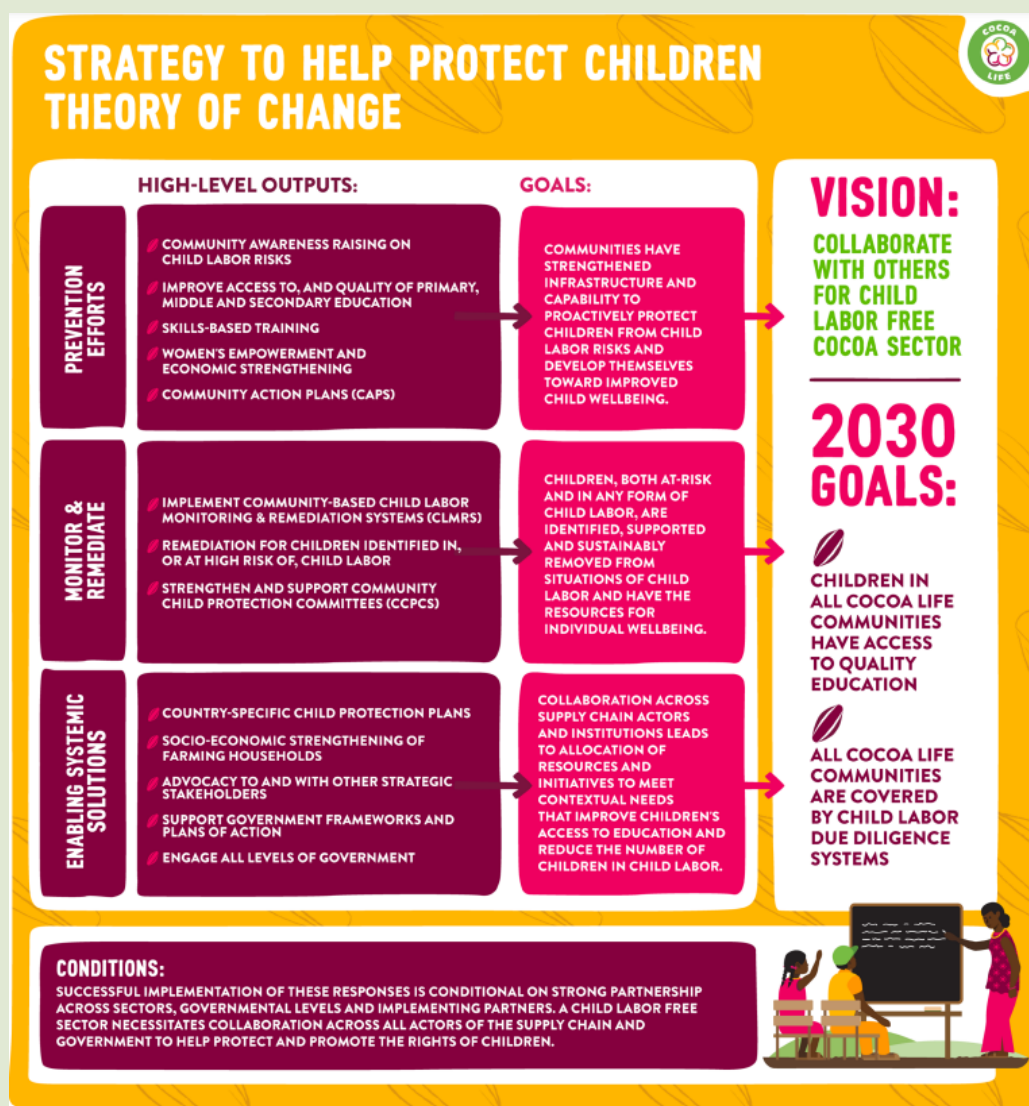
## Child Labour

### Child Protection Related Goals and Approaches of Cocoa Life

**Goal: Enhance child protection systems and enable access to quality education in Cocoa Life communities - as laid out in our [Cocoa Life Strategy To Help Protect Children](#)**

#### Approaches:

- To accomplish this, our program is focused on helping to implement three primary areas of response; 1) Prevention Efforts; 2) Monitoring and Remediation; and 3) Helping Enable Systemic Solutions. Our approach seeks to mirror international child protection system strengthening standards



#### Milestone:

61% of Cocoa Life communities in West Africa covered with Child Labor Monitoring and Remediation Systems, with a goal to reach 100% by 2025



**Challenge:**

Scaling systems that are fast and ensuring effectiveness, promoting local ownership

## Living Income

**Note:** 2023, an examination under German cartel law took place on the question of whether individual roadmaps on living income may be drawn up and published. The Bundeskartellamt did not see the need for a detailed examination under cartel law on this issue. Based on the Bundeskartellamt's feedback, it was decided at the special General meeting on 17 June that members of member groups B and C would submit a roadmap on the topic of living income by 31 December 2024. Until then, commitments on living income can be submitted voluntarily.

**Goal: Increase the number of farming households reaching a living income**

**Approaches:**

- Working collaboratively to develop a mechanism that supports a decent price for farmers and working with women groups to help develop additional business opportunities.
- To strengthen the income portfolio of cocoa farming households, approaches include good agricultural practices (GAP) trainings to improve yields and income from cocoa, training on additional income-generating opportunities, the loyalty premium, training on business management, and access to finance.

**Milestone:**

• Net incomes in 2021 increased between ~15% in Ghana and ~33% in Côte d'Ivoire vs. 2019 • In 2021, +11% relative increase of Cocoa Life households in West Africa earning a living income vs. 2019; adjusted for inflation

**Challenge:**

Difficult local economic situation and fragmentation of available farming land; no shared understanding of realistic approaches and related targets across cocoa sector