



Beyond Chocolate

Annual Report 2020



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Summary

About Beyond Chocolate

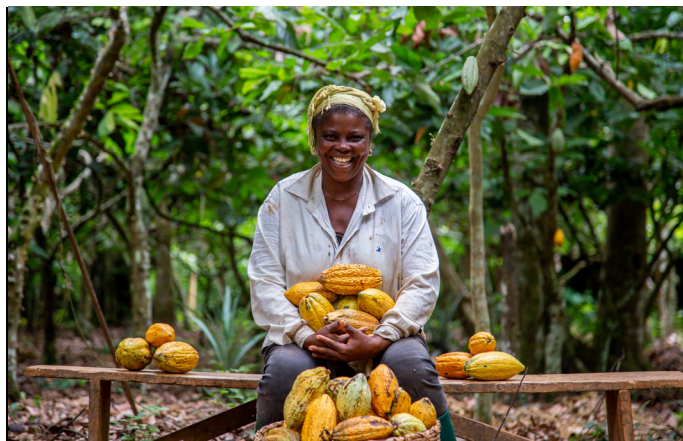
Beyond Chocolate is the Belgian multi-stakeholder initiative for a sustainable chocolate industry. The partnership, bringing together a wide coalition of organisations, is funded by Belgian Development Cooperation and managed by IDH, The Sustainable Trade Initiative. Partners in the initiative are working to make long-lasting improvements to the living conditions of farmers and their families in the cocoa growing regions that are relevant to the Belgian industry. The partnership intends to support cocoa growing communities in their development, ensure access to education for their children, and promote the sustainable use of natural resources.





COMMITMENTS

Concretely, the partnership's commitments are the following:



By 2025 at the latest

- ✓ All the chocolate produced and/or sold in Belgium shall comply with a relevant certification standard and/or corporate sustainability scheme.
- ✓ Beyond Chocolate partners shall comply with applicable agreements between governments and companies in the regions included in the Cocoa & Forests Initiative.

By 2030 at the latest

- ✓ Cocoa growers supplying to the Belgian market will earn at least a living income.
- ✓ Deforestation due to cocoa growing for the Belgian chocolate sector has ended.

VISION

Beyond Chocolate creates an enabling environment that empowers stakeholders to take additional action towards a more sustainable cocoa value chain. Collaborative action and the sharing of responsibility across the public and private sectors will increase the impact of the partnership's joint effort, fostering synergies that go beyond the sum of individual contributions.





2020 ACHIEVEMENTS

Beyond Chocolate partners are reporting annually on their progress vis-à-vis the partnership's goals. In 2020, the partnership focused on finetuning its monitoring framework and aligning it with the frameworks of the other national initiatives on sustainable cocoa (ISCOs). In this context, Beyond Chocolate and the German initiative on Sustainable Cocoa (GISCO) developed a joint monitoring tool, thereby reducing the burden of reporting for signatories of both platforms.

The 2020 data show that by increasing investments in sustainability programs and reviewing purchasing practices, Beyond Chocolate signatories are driving

change in the Belgian chocolate sector and on the market. While a positive movement has been initiated, much remains to be done to realize the ambitions of living incomes and zero deforestation. Beyond Chocolate will now aim at supporting an acceleration of this process.

In future, data collection on interventions designed to benefit farmers' incomes will need to improve to effectively track progress towards closing the living income gaps. The living income working group will therefore be reinstated to develop a roadmap, providing a framework and intermediate checkpoints to partners.



57% of the chocolate produced in Belgium is now certified and/or covered by a corporate sustainability program, a 7% increase compared to last year.

The intermediate goal of Beyond Chocolate is to have all chocolate produced and/or sold covered by a certification standard or corporate sustainability program by 2025. The 7% increase for chocolate produced in Belgium shows Beyond Chocolate has put sustainably sourced cocoa higher on the agenda. The offer in sustainably sourced cocoa is growing, and more brands are choosing for chocolate that is covered by certification or a corporate sustainability program. However, progress needs to accelerate to reach the 2025 goals.



All chocolate sold in Belgium under the private brands of Colruyt, Delhaize, Aldi and Lidl is now certified and/or covered by a corporate sustainability program.

The four retailers have thereby met their commitment regarding their house brands, often taking additional measures building further on certification. In a next step, a retail working group will be convened to determine how retailers can further contribute to the partnership's 2025 and 2030 targets.



There is a positive evolution in the Belgian market towards a higher origin transparency, with over 40% of cocoa sourcing for chocolate produced in Belgium traceable at farm level.

Traceability back to farm level is a minimum requirement to reach the 2025 goal of 100% certification and/or coverage by a corporate sustainability program. With a 25% increase compared to the previous year, Beyond Chocolate partners are taking important steps to contribute to increased transparency in the sector.



An increasing number of Beyond Chocolate partners choose to pay additional premiums to secure higher farmgate prices for producers

Enabling living incomes for farmers is a complex challenge that will be best solved through collaborative effort and streamlined interventions. To live up to their commitment, Beyond Chocolate signatories are developing new strategies to close the living income gaps. As part of these strategies, an increasing number of partners are paying additional premiums to farmers and cooperatives.



THE BEYOND CHOCOLATE CO-FINANCING FUND

Under Beyond Chocolate, a co-financing fund of 2 million euros was made available by Belgian Development Cooperation for sustainability projects in cocoa. This fund is an engine for change, allowing to test scalable high impact models, triggering investments for sustainable production, and bringing new sustainable products to the Belgian market. six sustainability projects started implementation in 2020 and another three will start in 2021.

Through the co-financing fund, the following outcomes are being achieved:

9 Co-financed Sustainability Projects



Over 25 organizations

joining forces for a more sustainable cocoa value chain



Over 6M euros

invested directly into sustainable cocoa value chains, of which 4M euros private sector investments



Over 12,000 farmers

included in projects that help them close the living income gap



Résumé exécutif

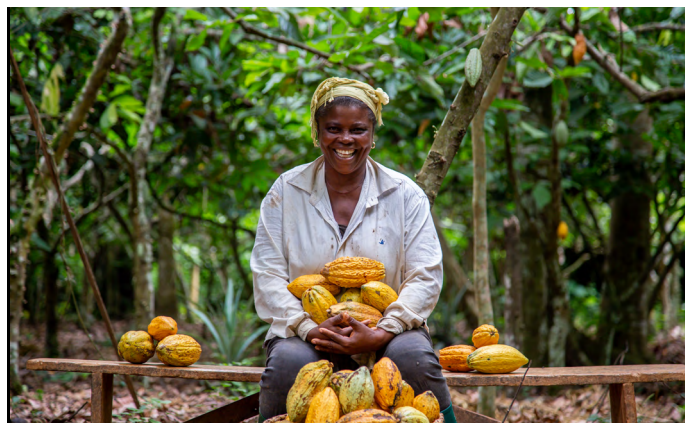
A propos de Beyond Chocolate

Beyond Chocolate est l'initiative belge multi-acteurs pour un secteur du chocolat durable. Ce partenariat, qui rassemble une large coalition d'organisations, est financé par la Coopération belge au développement et facilité par IDH, The Sustainable Trade Initiative. Les partenaires de l'initiative s'engagent à améliorer durablement les conditions de vie des producteurs de cacao et de leurs familles dans les régions cacaoyères concernées par l'industrie belge. Le partenariat entend soutenir les communautés productrices de cacao dans leur développement, assurer l'accès à l'éducation de leurs enfants et promouvoir l'utilisation durable des ressources naturelles.



ENGAGEMENTS

Concrètement, les engagements du partenariat sont les suivants :



D'ici 2025 au plus tard

- ✓ Tout le chocolat produit et/ou vendu en Belgique doit être conforme à des normes de certification et/ou être couvert par un programme de durabilité d'entreprise.
- ✓ Les partenaires de Beyond Chocolate respectent les accords applicables entre les gouvernements et les entreprises dans les régions couvertes par l'initiative Cacao et Forêts.

D'ici 2030 au plus tard

- ✓ Les producteurs de cacao qui approvisionnent le marché belge gagnent au moins un revenu vital.
- ✓ La déforestation due à la culture du cacao pour le secteur du chocolat belge a pris fin.

VISION

Beyond Chocolate crée un environnement favorable au partenariat dans la sphère pré-compétitive, ce qui permet aux parties prenantes de prendre des mesures supplémentaires en faveur d'une chaîne de valeur du cacao plus durable. L'action collaborative et le partage des responsabilités entre les secteurs public et privé augmenteront l'impact de l'effort conjoint du partenariat, en favorisant des synergies qui vont au-delà de la somme des contributions individuelles.





RÉSULTATS 2020

Les partenaires de Beyond Chocolate rendent compte chaque année de leurs progrès par rapport aux objectifs du partenariat. En 2020, le partenariat s'est attaché à affiner son cadre de suivi et à l'aligner sur les autres initiatives nationales sur le cacao durable (ISCO). Dans ce contexte, Beyond Chocolate et l'initiative allemande sur le cacao durable (GISCO) ont développé un outil de suivi commun, réduisant ainsi la charge de reporting pour les signataires des deux plateformes.

Les données de 2020 montrent qu'en augmentant leurs investissements dans les programmes de durabilité et en révisant les pratiques d'achat, les signataires de Beyond

Chocolate contribuent à la transformation du secteur du chocolat belge et de son marché. Beyond Chocolate vise désormais à soutenir l'accélération de ce processus et à obtenir l'adhésion de l'ensemble du secteur.

Cependant, la collecte de données sur les interventions conçues pour améliorer les revenus doit être améliorée pour permettre de mesurer efficacement les progrès vers le revenu vital. Par conséquent, un groupe de travail sur le revenu vital sera mis en place afin de développer une feuille de route qui fournira un cadre avec des points de contrôle intermédiaires aux partenaires, les guidant vers la réalisation d'un revenu vital pour les cacaoculteurs.



57% du chocolat produit en Belgique est désormais certifié et/ou couvert par un programme de durabilité d'entreprise, soit une augmentation de 7% par rapport à l'année dernière.

L'objectif intermédiaire de Beyond Chocolate est que tout le chocolat produit et/ou vendu soit couvert par une norme de certification ou un programme de durabilité d'entreprise d'ici 2025. L'augmentation de 7 % au niveau du chocolat produit en Belgique montre que Beyond Chocolate a placé l'approvisionnement durable en tête des priorités. L'offre de cacao issu de l'agriculture durable se développe et de plus en plus de marques choisissent du chocolat couvert par un programme de durabilité. Toutefois, cette progression doit s'accélérer pour atteindre l'objectif de 2025.



Tout le chocolat vendu en Belgique sous les marques privées de Colruyt, Delhaize, Aldi et Lidl est désormais certifié et/ou couvert par un programme de durabilité d'entreprise.

Les quatre enseignes de supermarché ont donc respecté leur engagement individuel, en mettant davantage de chocolat certifié sur les étagères. La prochaine étape consistera à déterminer comment les détaillants peuvent contribuer davantage aux objectifs 2025 et 2030 du partenariat. Dans les prochains mois, un groupe de travail dédié aux supermarchés sera convoqué pour discuter d'un plan d'action.



On constate une évolution positive sur le marché belge vers une plus grande transparence. Plus de 40 % de l'approvisionnement en cacao pour le chocolat produit en Belgique provient de fermes répertoriées et cartographiées.

La traçabilité jusqu'au niveau de l'exploitation est une exigence minimale pour atteindre l'objectif de 2025, à savoir une certification et/ou une couverture à 100 % par un programme de durabilité d'entreprise. Avec une augmentation de 25 % par rapport à l'année précédente, les partenaires de Beyond Chocolate prennent des mesures importantes pour contribuer à une transparence accrue dans le secteur.



Un nombre croissant de partenaires de Beyond Chocolate verse des primes supplémentaires dans le cadre de leurs stratégies visant à sécuriser des prix plus élevés aux cacaoculteurs.

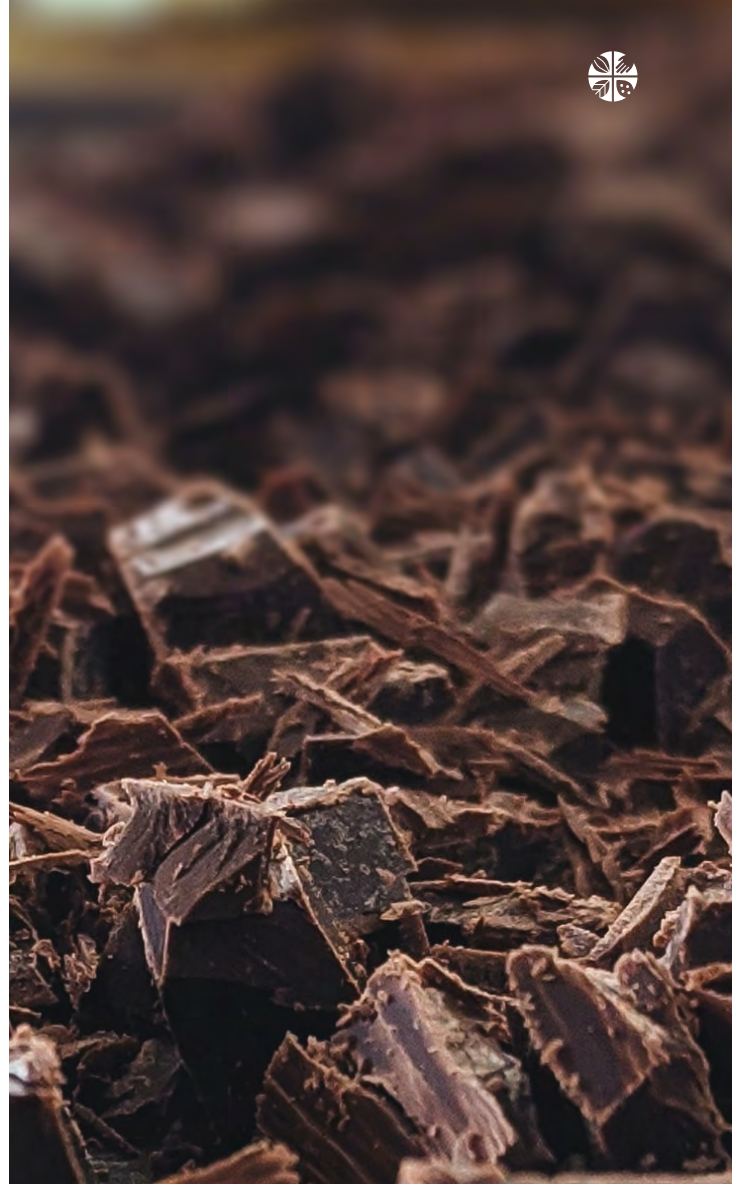
Permettre aux agriculteurs d'atteindre un revenu vital est un défi complexe qui nécessite un effort de collaboration et des interventions coordonnées. Pour respecter leur engagement, les signataires de l'initiative Beyond Chocolate élaborent de nouvelles stratégies pour améliorer les revenus des producteurs. Dans le cadre de ces stratégies, un nombre croissant de partenaires versent des primes supplémentaires aux cacaoculteurs et aux coopératives. Cette mesure est bien accueillie par les producteurs, en particulier en période de faibles prix du marché.



LE FOND DE COFINANCEMENT BEYOND CHOCOLATE

Dans le cadre de Beyond Chocolate, un fonds de cofinancement de 2 millions d'euros a été mis à disposition par la Coopération belge au développement pour des projets de durabilité dans le domaine du cacao. Ce fonds est un moteur de changement, permettant de tester des modèles à fort impact, de débloquent des investissements supplémentaires pour une production durable et de mettre de nouveaux produits durables sur le marché belge.

Six projets ont débuté en 2020 et trois autres commenceront en 2021.



9 projets de durabilité cofinancés



Plus de 25 organisations

joignent leurs forces pour un cacao durable



Plus de 6M d'euros

investis directement dans les chaînes de valeurs, dont 4M d'euros de fonds privés



Plus de 13.000 producteurs

et leurs familles sont soutenues pour l'atteinte d'un revenu vital



INTRODUCTORY REMARKS

Dear partners,

Cocoa plays an indispensable strategic role in the socio-economic development of Côte d'Ivoire. In 2020, more than two million tons of cocoa were produced, which is about 45% of the world production. The sector represents about 14% of GDP and 40% of export earnings, and nearly 6 million people derive their income from cocoa cultivation. Côte d'Ivoire is the main supplier to the European Union with 67% of cocoa exports and the main supplier of cocoa beans to the Belgian market with 53% in 2019.

Therefore, our country is particularly sensitive to the analysis and proper management of strategic challenges related to the sustainability of cocoa production. From this economic reality stems a relationship of mutual interest with Beyond Chocolate. Indeed, following the example of Côte d'Ivoire, "Beyond Chocolate" has integrated in its ambition the question of the price paid to the producer as a determining factor for a sustainable cocoa economy which provides a fair remuneration to its main actors.

Côte d'Ivoire and "Beyond Chocolate" are taking a common position in favor of a sustainable cocoa production that provides a decent income to the producer and preserves the environment. After a year marked by a global pandemic with heavy sanitary and economic consequences, this ambition is more relevant than ever.

Côte d'Ivoire is also ambitious when it comes to the sustainable development of its cocoa sector and the communities that support it. Evidence of this are recent developments, such as the establishment of the Côte d'Ivoire-Ghana joint cocoa initiative, the development of national traceability systems and the implementation of the Living Income Differential (LID). These measures aim to safeguard better living conditions for farmers, while providing social and environmental assurance to consumers. We must now work together to ensure that these measures lead to a truly sustainable cocoa economy that benefits its major stakeholders.

Transforming the sector will require alignment and trust between all parties. We are all connected across borders, from cocoa farmers to chocolate consumers, and our collective destiny depends on the well-being of all. We are all interconnected, more than ever. That is why we must work together towards a sustainable cocoa value chain, where farmers thrive, communities are empowered and the planet is healthy.

In the future, we hope to ensure and strengthen collaboration between all stakeholders, including the European Union. A collaboration that puts the producer at the center of the discussion.



Best regards,

H.E. Abou DOSSO

Ambassador of Côte d'Ivoire to the Kingdom of Belgium, the Grand Duchy of Luxembourg, and the European Union

INTRODUCTORY REMARKS

Dear partners,

In December 2018, we set out on our joint journey to ensure that in the future, Belgian chocolate is not only recognized for its high quality, but also for high sustainability performances. Without underestimating the amplitude and complexity of the challenges ahead, we decided to set course towards enabling living incomes and ending deforestation for all chocolate produced and/or sold in Belgium by 2030. By setting the bar high, the Belgian sector is taking up its responsibility and making a sound contribution to a global challenge. This is something to be proud of.

This second annual report of Beyond Chocolate demonstrates that we are indeed making progress. The data shows that there is a renewed dynamism on the Belgian market, with more chocolate products appearing on shelves that set the bar higher in terms of sustainability. This must be celebrated. But at the same time, we must keep our focus on the 2030 targets. The report also shows that the road to living incomes is still long, and that progress will need to accelerate in the coming years.

2020 certainly has not been an easy year. The COVID-19 pandemic and subsequential lockdowns have had a huge impact on the Belgian chocolate industry. The 2020 data show that despite of these circumstances, you have increased investments in a sustainable cocoa value chain. 57% of the chocolate produced in Belgium is now covered by a company sustainability program or certification scheme, an increase of 7% compared to last year. Four Belgian retailers have met their individual commitment of 100% certified chocolate for their own brands. These are valuable first steps that I want to congratulate you on.

However, much more work is needed to move towards a truly sustainable cocoa sector which enables farmers to earn a living income and preserves the natural environment. COVID-19 has added to the existing challenges farmers are facing. There is a role for every stakeholder in this partnership as our joint efforts are more needed than ever. We have made valuable steps but must keep in mind that sustainability is a trajectory that never ends.

The co-financing fund made available to Beyond Chocolate by Belgian Development Cooperation enables our partnership to accelerate its progress. Through this fund, 6 co-financed sustainability projects started implementation in 2020 and another 3 will start in 2021. These projects will allow us to test innovative strategies and use this knowledge to generate more impact. Furthermore, the projects will bring new products on the Belgian market that set the bar higher in terms of sustainability.

Only by collaborating and bringing together our expertise, can we create impact at scale. On the Belgian level, I am calling on all of you to increase your investments in sustainability, review your purchasing practices, and adopt sustainable business models. On the European level, we will intensify our collaboration and alignment with the German, Dutch and Swiss Initiatives on Sustainable Cocoa (ISCOs) to eliminate redundancies and accelerate efforts to combat the key issues in the cocoa industry. Last but not least, we will continue building a strong partnership and open dialogue with the governments of producing countries.

The challenges might seem overwhelming, but if we work together, we can make it.



Best regards,

Philippe de Selliers

Chairman Beyond Chocolate



REMARQUES INTRODUCTIVES

Chers partenaires de Beyond Chocolate,

Le cacao joue un rôle stratégique indéniable dans le développement socio-économique de la Côte d'Ivoire. En 2020, plus de deux millions de tonnes ont été produits, soit environ 45% de la production mondiale. Le secteur représente environ 14% du PIB et 40% des recettes d'exportation, et près de 6 millions de personnes tirent leurs ressources de la culture du cacao. La Côte d'Ivoire est le principal fournisseur de l'UE avec 67% des exportations de cacao et le premier fournisseur du marché belge en fèves de cacao avec 53% en 2019.

De ce fait, notre pays est particulièrement sensible à l'analyse et à la bonne gestion des enjeux stratégiques inhérents à la durabilité de la production cacaoyère. De cette réalité économique découle une relation d'intérêts mutuels avec « Beyond Chocolate ». En effet, à l'instar de la Côte d'Ivoire, « Beyond Chocolate » intègre dans son ambition la question du prix au producteur comme un facteur déterminant pour une économie cacaoyère durable, qui rémunère décemment ses principaux acteurs.

La Côte d'Ivoire et « Beyond Chocolate » ont une convergence de vue en faveur d'une production durable du cacao qui procure un revenu décent au producteur et préserve l'environnement. Après une année marquée par une pandémie mondiale aux conséquences sanitaires et économiques lourdes, cette ambition est aujourd'hui plus pertinente que jamais.

La Côte d'Ivoire est également ambitieuse pour le développement durable de son secteur cacaoyer et des communautés qui le soutiennent, en témoignent les récents développements, tels que l'établissement de l'initiative conjointe cacao Côte d'Ivoire-Ghana, le développement de systèmes nationaux de traçabilité ou encore l'implémentation du Différentiel de Revenu Décent (DRD). Ces mesures visent précisément à assurer aux planteurs de meilleures conditions de vie, tout en donnant des assurances sociales et environnementales aux consommateurs. Nous devons maintenant travailler ensemble pour s'assurer que ces mesures prennent effets pour une économie cacaoyère durable au bénéfice de ses principaux acteurs.

Transformer le secteur passera par le partenariat entre toutes les parties. Nous sommes tous liés, au-delà des frontières, du producteur de cacao au consommateur de chocolat, et notre destin collectif repose sur le bien-être de tous. Nous sommes tous interconnectés, plus que jamais. C'est pourquoi nous devons travailler ensemble vers une chaîne de valeur du cacao prospère et durable, où les agriculteurs prospèrent, les communautés sont autonomes et la planète est saine.

Nous espérons dans le futur pouvoir assurer et renforcer une collaboration entre toutes les parties prenantes, y compris l'UE. Une collaboration qui met le producteur au centre de la discussion.



meilleures salutations,

S.E.M Abou DOSSO

**Ambassadeur de la Côte d'Ivoire près le
Royaume de Belgique, le Grand-Duché de
Luxembourg et l'Union européenne**

REMARQUES INTRODUCTIVES

Chers partenaires,

En décembre 2018, nous avons entrepris notre voyage commun pour faire en sorte qu'à l'avenir, le chocolat belge soit non seulement reconnu pour sa grande qualité, mais aussi pour ses performances élevées en matière de durabilité. Sans sous-estimer l'amplitude et la complexité des défis à venir, nous avons décidé de mettre le cap sur la réalisation de revenus vitaux pour les cacaoculteurs et la fin de la déforestation pour tout le chocolat produit et/ou vendu en Belgique d'ici 2030. En plaçant la barre haut, le secteur belge prend ses responsabilités et apporte une contribution solide à un défi mondial. Il y a de quoi être fier.

Ce deuxième rapport annuel de Beyond Chocolate démontre que nous progressons effectivement. Les données montrent qu'il y a un regain de dynamisme sur le marché belge, avec l'apparition d'un plus grand nombre de produits chocolatés qui placent la barre plus haut en termes de durabilité. Il faut s'en réjouir. Mais dans le même temps, nous devons rester concentrés sur les objectifs de 2030. Le rapport montre également que la route vers le revenu vital est encore longue, et que les progrès devront nettement s'accélérer dans les années à venir.

L'année 2020 n'a certainement pas été facile. La pandémie de COVID-19 et les lockdowns qui ont suivi ont eu un impact énorme sur l'industrie chocolatière belge. Les données de 2020 montrent que malgré ces circonstances, vous avez augmenté les investissements dans la mise en place de chaînes de valeur durables du cacao. 57 % du chocolat produit en Belgique est désormais couvert par un programme de durabilité de l'entreprise et/ou un système de certification, soit une augmentation de 7 % par rapport à l'année dernière. Pour les marques privées des détaillants belges, l'engagement individuel de 100 % de produits certifiés sur les marques propres a été respecté. Il s'agit de premiers pas précieux dont je tiens à vous féliciter.

Toutefois, il reste encore beaucoup de travail à faire pour évoluer vers un secteur du cacao véritablement durable, qui permette aux cacaoculteurs de gagner décemment leur vie et qui préserve l'environnement naturel. Le COVID-19 a ajouté aux défis existants auxquels les planteurs sont confrontés. Chaque partie prenante a un rôle important à jouer dans ce partenariat, car nos efforts conjoints sont plus nécessaires que jamais. Nous

avons franchi des étapes importantes, mais nous devons garder à l'esprit que la durabilité est une trajectoire qui ne s'arrête jamais.

Le fonds de cofinancement mis à la disposition par la Coopération belge au développement permet à notre partenariat d'accélérer ses progrès. Grâce à ce fonds, six projets de durabilité cofinancés ont débuté en 2020 et trois autres commenceront en 2021. Ces projets nous permettront de tester des stratégies innovantes et d'utiliser ces connaissances pour générer plus d'impact. En outre, ils permettront d'alimenter le marché belge avec de nouveaux produits qui placeront la barre plus haut en termes de durabilité.

Ce n'est qu'en collaborant et en rassemblant nos compétences que nous pourrions créer un impact à grande échelle. Au niveau belge, je vous invite tous à augmenter vos investissements dans la durabilité, à revoir vos pratiques d'achat et à adopter des modèles commerciaux durables. Au niveau européen, nous allons intensifier notre collaboration et notre alignement avec les initiatives allemande, néerlandaise et suisse sur le cacao durable (ISCO) afin d'éliminer les redondances et d'accélérer les efforts pour répondre aux principaux enjeux de l'industrie cacaoyère. Enfin, et surtout, nous continuerons à établir un partenariat solide et un dialogue ouvert avec les gouvernements de la Côte d'Ivoire et du Ghana.

Les défis peuvent sembler insurmontables, mais si nous travaillons ensemble, nous pouvons les relever.



meilleures salutations,

Philippe de Selliers

Président de Beyond Chocolate



2

Stakeholder Overview

Every year, new companies and organizations are joining the Beyond Chocolate Partnership, committing to contributing in a meaningful way to the partnership's goals. In 2020, five new partners signed Beyond Chocolate: Olam, ECOM, SIAT Group, Lady Agri, and Neuhaus. Beyond Chocolate will continue to work on attracting new signatories, thus enlarging its scope and impact.

In case you are interested in joining the partnership, don't hesitate to contact the program management.





PUBLIC SECTOR



Belgium
partner in development

Enabel

BIO
Development
Through Investment

RETAILERS



COLRUYTGROUP

CHOCOLATE SECTOR



BARRY CALLEBAUT



choprabisco.be
chocolate, praline, biscuit, confectionery

Siat
Group

NEUHAUS
BELGIUM • 1857

BELVAS
BELGIAN CHOCOLATE

KIM'S
Chocolates



GUYLIAN
Belgian Chocolates

Cargill

Puratos
Reliable partners in innovation



MARS

Mondelez
International



Luc Van Hoorebeke
CHOCOLATELIER



CERTIFICATION STANDARDS



NGOs



KNOWLEDGE INSTITUTIONS

KU LEUVEN



OTHER

THE SHIFT



TRADE UNIONS



SOCIAL IMPACT INVESTORS





3

Reporting Results

Beyond Chocolate partners are reporting annually on their progress vis-à-vis the partnership's goals. After a first monitoring round in 2019, this year's efforts were focused on improving the M&E framework to provide better measurement of progress, while also reducing the reporting burden for partners. This resulted in the finetuning and alignment of our reporting framework with the other national initiatives, and the development of a joint online monitoring tool by Beyond Chocolate and the German initiative on Sustainable Cocoa (GISCO). The aggregated data and analysis of this monitoring exercise can be found in the below chapter.





3.1 Process Towards the 2020 Monitoring

3.1.1 ISCO Harmonization of Monitoring Frameworks

In June 2020, Beyond Chocolate, the German Initiative on Sustainable Cocoa (GISCO) and the Swiss Initiative on Sustainable Cocoa (SWISSCO) signed a Memorandum of Understanding (MoU), documenting the ambition to harmonize their monitoring frameworks¹. Previously, stakeholders that were part of multiple initiatives needed to report at different moments in time for each platform on different sets of indicators. Since the signing of the MoU, the three initiatives have harmonized indicators as much as possible and continue to look for optimization. A monitoring working group was created at ISCO-level to enable partners to give input and feedback.

3.1.2 Development of the Online Monitoring Tool

In 2021, Beyond Chocolate and GISCO brought this newly developed common monitoring framework into practice. The two platforms synchronized monitoring cycles and together commissioned the development of a joint online monitoring tool. The tool was launched on April 28th during a joint event. It was created to be highly flexible, generating specific questionnaires for each stakeholder group and ISCO.

SWISSCO and DISCO did not yet participate in this first joint monitoring exercise in 2021 but are actively involved in the development of both the monitoring framework as well as the online reporting tool and have expressed the intention to join in a next phase. The improvement of both the framework as well as the tool will be a continuous effort of the ISCO secretariats and of the ISCO monitoring working group.

Timeline



1. The Dutch Initiative on Sustainable Cocoa (DISCO) joined the existing MoU in January 2021.



The European Initiatives on Sustainable Cocoa (ISCO's)



GISCO

German Initiative on Sustainable Cocoa
June 2012



SWISSCO

Swiss Platform for Sustainable Cocoa
January 2018



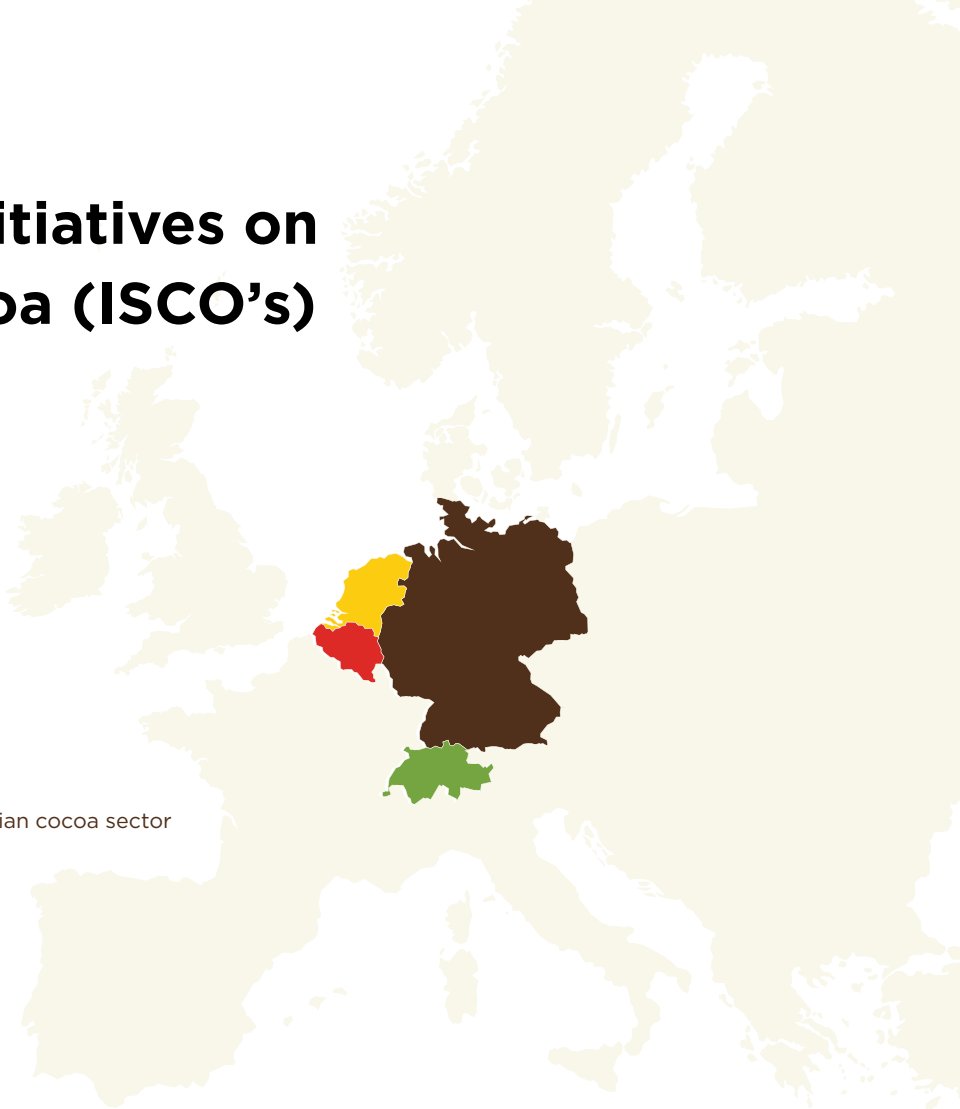
Beyond Chocolate

Partnership for a more sustainable Belgian cocoa sector
December 2018



DISCO

Dutch Initiative for Sustainable Cocoa
August 2020



Over the past years, national initiatives for sustainable cocoa (ISCO's) have been initiated in Belgium (Beyond Chocolate), the Netherlands (DISCO), Germany (GISCO) and Switzerland (SWISSCO). These national initiatives share the ambition of generating impact at scale. Creating alignment across the platforms ensures reinforcement and maximization of impact. Therefore, the four ISCO's have signed a [Memorandum of Understanding](#) (MoU), documenting their collaboration and their common endeavour to realize a more sustainable cocoa sector.

The ISCO's are now developing joint strategies to support signatories, organizing joint working groups and learning events, and co-commissioning research. The ISCO's are also moving more and more towards a harmonized monitoring of progress. By intensifying their collaboration, the ISCO's are eliminating redundancies and improving efficiencies, thereby responding to a critical demand from the stakeholders.

[Find out more on ISCO alignment](#)

The ISCO's have identified four common challenges:



Contribute to a living income for cocoa farmers and their families



Halt cocoa-related deforestation and promote sustainable reforestation and biodiversity



End child labor and forced labor in the cocoa value chain



Enhance transparency in the cocoa value chain



3.2 Beyond Chocolate 2020 Monitoring: Overall Commitments

3.2.1 Introduction

3.2.1.1 Reporting Partners

Beyond Chocolate is targeting both chocolate produced as well as chocolate sold in Belgium. To cover the full scope of the partnership, the market specific 2020 data are divided into two groups. Chocolate producers reported on the chocolate they produced in Belgium (B2B), while consumer brands and retailers reported on chocolate sold on the Belgian market (B2C). For retailers, the reporting is at this stage limited to their private label brands. Next to the market specific indicators, Beyond Chocolate also aims at monitoring the impact of certification standards and corporate sustainability schemes recognized by the program.

Three new partners have joined the monitoring exercise in 2020 compared to the previous year: Olam, ECOM and Tony's Chocolonely. Olam and ECOM are in a separate

category, as they do not bring chocolate products to the market and are therefore not included in the aggregated market specific data to avoid double counting.

SMEs were encouraged, but not yet obligated to report on their 2020 data. In this category of stakeholders, only Oxfam Wereldwinkels and Tony's Chocolonely joined the reporting for 2020. Starting from next year, all SME's will be required to report.

All 17 partners completed the monitoring before the deadline. Moreover, both the quantity and quality of data has improved significantly compared to the previous year. The data was cleaned and analysed in two working group sessions including all reporting partners, the Beyond Chocolate Program Management and consultant [C-Lever.org](https://www.c-lever.org). Together, this working group came to the below conclusions, which were then validated by the Steering Committee. Data is shared in this report on an aggregated level due to confidentiality and competition law.

The following partners have reported on the overall Beyond Chocolate commitments for 2020²:

CERTIFICATION STANDARDS



SOLD IN BELGIUM



TRADERS

(Not producing or selling in Belgium)



PRODUCED IN BELGIUM



2. While Carrefour did participate in the 2020 reporting exercise, the data was not yet at a point where it could be included in the aggregate reporting. Beyond Chocolate is working with Carrefour to improve the monitoring on Beyond Chocolate indicators.



3.2.1.2 Nuances & Limitations

Please keep in mind the below nuances and limitations when reading the 2020 data analysis.

- It should be noted that new reporting partners join Beyond Chocolate each year, which might lead to a certain degree of instability when comparing past and current aggregated results. This is particularly relevant when looking at the evolution of *chocolate sold in Belgium* (B2C), as this data is impacted by new companies joining Beyond Chocolate.
- The data presented in this chapter are the data of Beyond Chocolate reporting partners only and not of the entire Belgian market. In terms of volumes, at the production side over 90% of the market is covered by the reporting partners, however at the consumption side only 40% is. At this stage, retailers only report on their private label chocolate products.
- The reporting on sustainability programs is not linked to the Belgian market specifically. Beyond Chocolate signatories reported on their global cocoa sustainability efforts.
- The Beyond Chocolate co-financed projects are not yet included in the new monitoring tool. They follow a separate reporting cycle and report twice a year on their individual M&E framework. In the future, the project reporting will be incorporated in the overall monitoring. More information on the projects can be found in chapter 5.
- The data presented in this chapter are the result of voluntary self-reporting by partners. Possible third-party verification is to be discussed in the future.
- Data show there is a renewed market dynamism in Belgium, however the data alone cannot attribute this dynamism to the existence of the Beyond Chocolate Program.



3.2.2 Progress vis-à-vis the Beyond Chocolate 2025 targets

3.2.2.1 By 2025, 100% of chocolate produced and/or sold in Belgium will be certified or covered by a corporate sustainability program

Beyond Chocolate considers certification and/or coverage by a corporate sustainability program³ to be a first step towards a more sustainable cocoa value chain. Chocolate producers who have signed the partnership have committed to ensure that the chocolate they produce in Belgium (B2B) is certified and/or covered by a corporate sustainability program by 2025. Signatory consumer brands have committed to the same for all chocolate sold in Belgium (B2C). Belgian retailers have taken an additional commitment on their private label brands and have pledged to reach the goal of 100% certification already by the end of 2020.

The 2020 data shows that Beyond Chocolate partners have made a first important step on their 2025 commitment.

3. Current certification standards are Fairtrade, Rainforest Alliance/Utz and/or Organic/EKO certification. The corporate programs are Cocoa Horizons for Barry Callebaut, Cacao-Trace for Puratos Belcolade, Cocoa Promise for Cargill, Cocoa Life for Mondelez and Cocoa Generations for Mars. The partnership may also assess and include other corporate sustainability initiatives that are relevant to the Belgian market in future.



Produced in Belgium

57% of the chocolate produced in Belgium is now certified and/or covered by a corporate sustainability program, a 7% increase compared to last year.

Since Barry Callebaut, Cargill and Puratos together account for over 90% of all chocolate produced in Belgium, the above analysis is representative of the Belgian production market. The 7% increase marks a valuable first step and shows Beyond Chocolate has positively influenced the supply of chocolate that is certified and/or covered by a corporate sustainability program. In 2020, 304,377 metric tons of beans were processed to produce chocolate in Belgium. This implies that last year, 174,469 metric tons of beans were covered by certification and/or a corporate sustainability program.



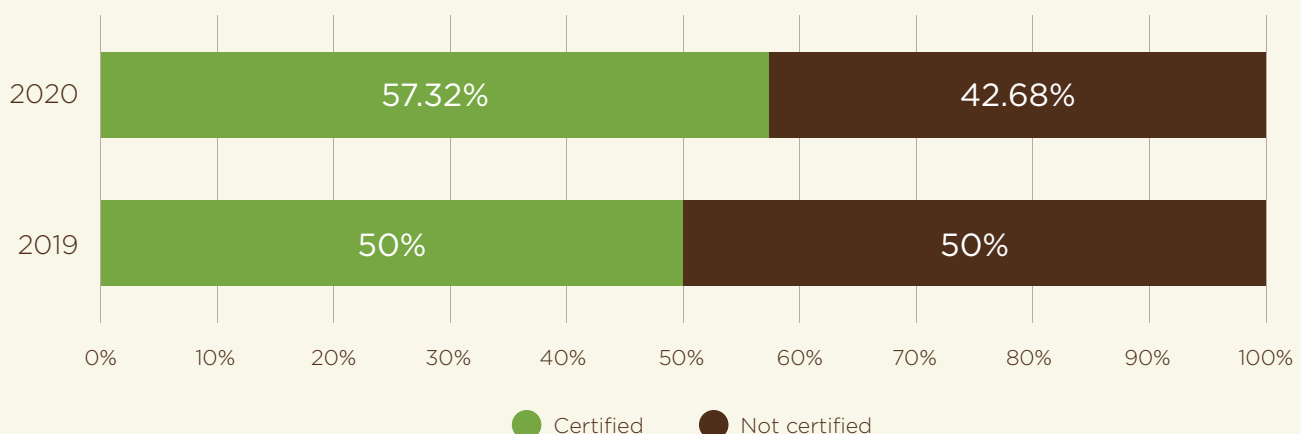
Raphael Audoin Rouzeau

Global Cocoa Sourcing Manager - Puratos

“For Puratos and for our Belgian customers, it is clear that Beyond Chocolate has created a positive momentum around sustainability over the past two years. The commitments to the 2025 targets in the sector are strong and are really pushing companies to think about their sustainability approach and progressively start their conversion to sustainable sourcing. This is fully in line with our vision and is well illustrated by our Cacao-Trace program and the impact we have on farming communities. Still, the sector has set ambitious 2030 “living income” targets. Existing sustainability programs, both corporate and independent, need to significantly improve their impact on income and deforestation.”



% of corporate program / certified cocoa in chocolate and other cocoa containing products produced in Belgium



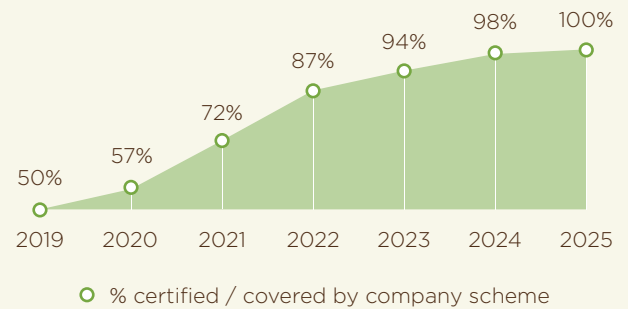


While the 7% increase should be celebrated, Beyond Chocolate also acknowledges that progress needs to accelerate in order for the partnership to reach its 2025 target. A projection of a trajectory towards 100% certification and/or coverage by a corporate program was proposed by the AME working group. This projection will allow to evaluate whether the partnership is on track towards its 2025 objective and will be adjusted each year to the new reality.

The reasoning behind the projection is that both the first steps as well as the final steps towards the 2025 goals are the most challenging. A steep increase in the volume of certified cocoa is expected from 2021-2023. The projection is not binding but presents checkpoints which help the partnership assess whether we are on track.

When looking at the share of cocoa per company program/certification standard for the chocolate produced in Belgium, it becomes clear corporate sustainability schemes are gaining traction, with a 10% increase compared to the previous year. Companies are thus increasingly investing in these company programs, supported by a growing demand in the market.

Projection Evolution 2025 target on certification/company schemes

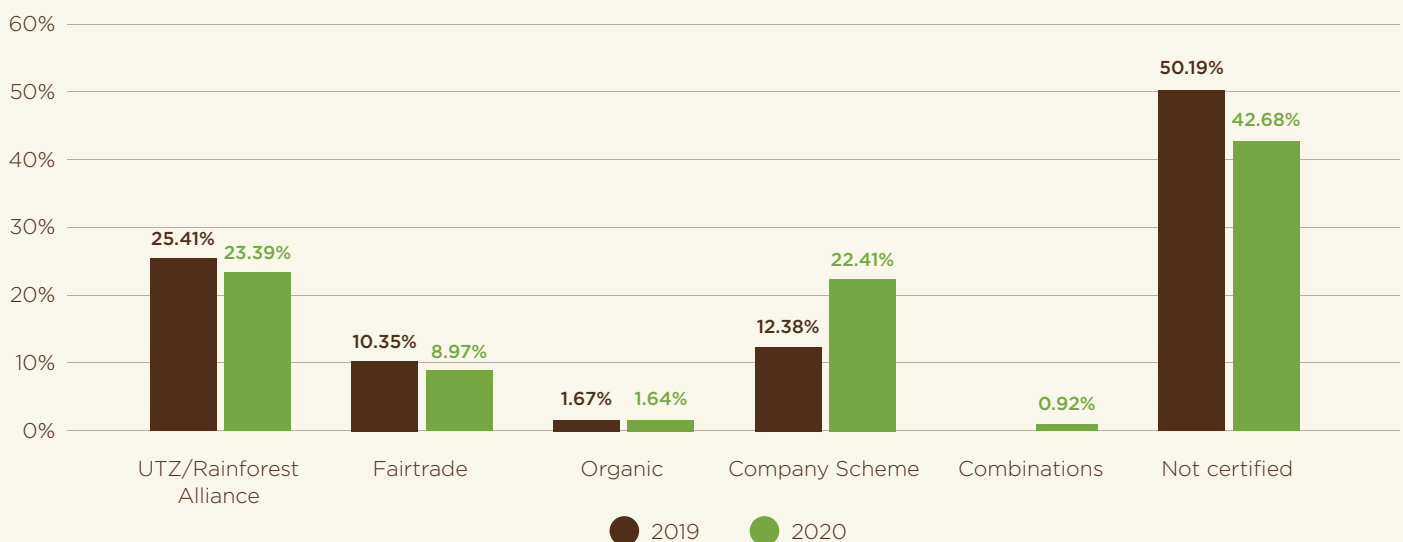


Inge Demeyere

Managing Director Chocolate Europe - Cargill

“We believe that the journey towards sustainability is a common responsibility far greater than the actions or interests of any one organization. Through the power of partnerships like Beyond Chocolate, we can accelerate and magnify our efforts to connect chocolate produced and consumed in Belgium to tangible progress on critical issues like poverty eradication and ending deforestation.”

Share of coverage by individual company programs and certification - Production





Sold in Belgium

76% of all chocolate and other cocoa containing products sold by Beyond Chocolate signatories on the Belgian market is certified and/or covered by a corporate sustainability program.



Unlike the data on chocolate produced in Belgium, the aggregated data on chocolate sold in Belgium is not representative of the Belgian consumer market. The reporting consumer brands and retailers cover roughly 40% of the market⁴. Therefore, a priority of Beyond Chocolate the following years will be to engage all signatories of Beyond Chocolate to report starting from 2021 and to attract new signatories in order to cover a bigger share of the market and increase impact.



Nicolas Lambert

CEO Fairtrade Belgium



Anke Massart

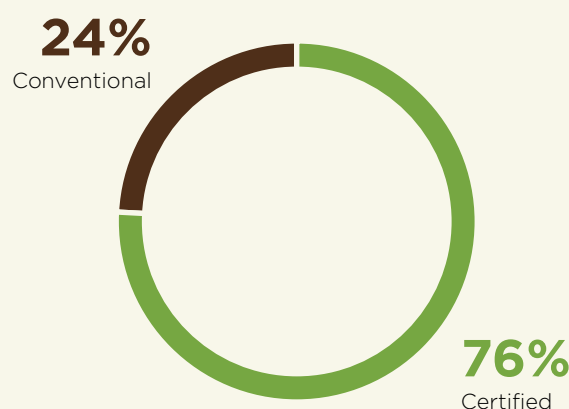
EMEA Sustainability Director,
Barry Callebaut

“We notice Beyond Chocolate has put sustainably sourced cocoa higher on the agenda. Despite a challenging year, Fairtrade cocoa-based products have increased 35% compared to the previous year.”

“Thanks to initiatives like Beyond Chocolate, Barry Callebaut receives more requests from Belgian customers about sustainable cocoa and chocolate, resulting in a higher % of sustainable cocoa/chocolate sales. This is the power of a movement.

The type of request depends on the customer’s sustainability journey so far. Certain customers are getting started and have questions about the different sustainability programs, consumer insights, and costs. They seek partners to build their sustainability journey from scratch, whilst having the ambition to meet the 2025 and 2030 Beyond Chocolate goals. Other customers have already made significant steps and would like to move beyond their current commitments. Together, we explore how to close the living income gap, avoid child labour and deforestation in our joint supply chains. In addition, we also see a clear trend towards carbon footprint reduction and segregated supply chains. Even though we still have a long way to go, the growing interest and switches to sustainable cocoa and chocolate are encouraging.”

% of corporate program / certified cocoa in chocolate and other cocoa containing products sold in Belgium by Beyond Chocolate reporters



4. Source: Euromonitor



Individual retail commitment



Aldi, Colruyt, Delhaize and Lidl have met their 2020 objective of having all chocolate under their private brands certified.

The four retailers have met their individual objective regarding their house brands and are already taking steps to further build on certification. Beyond Chocolate celebrates the progress booked by retailers as a valuable first step. A next step will be determining how this group can further contribute to the partnership's 2025 and 2030 targets. In the next months, the Program Management will convene a retail working group to discuss the challenges retailers are facing and the role this stakeholder group can take up within the partnership.

The four retailers have also made considerable progress in terms of other cocoa containing products in their private label brands, such as cookies and pastries. 98.7% of these volumes are currently covered by certification or a corporate sustainability program. An important limitation is the fact that for the 2020 reporting retailers could freely choose which cut-off percentage cocoa they used (range 0%-5%). The Program Management will discuss in the upcoming retail working group how to align these cut-off percentages.

While Carrefour did effectively participate in the 2020 reporting exercise, the data was not yet captured in a format where it could be included in the aggregate reporting. Carrefour did report on its own brands and

shared information on the coverage by certification and corporate programs. While a large part of the references is covered, Carrefour did not yet meet the 100% ambition as initially defined. The Beyond Chocolate program management will work closely with Carrefour to jointly establish a realistic trajectory that ensures the retailer is on track towards the 2025 goal.

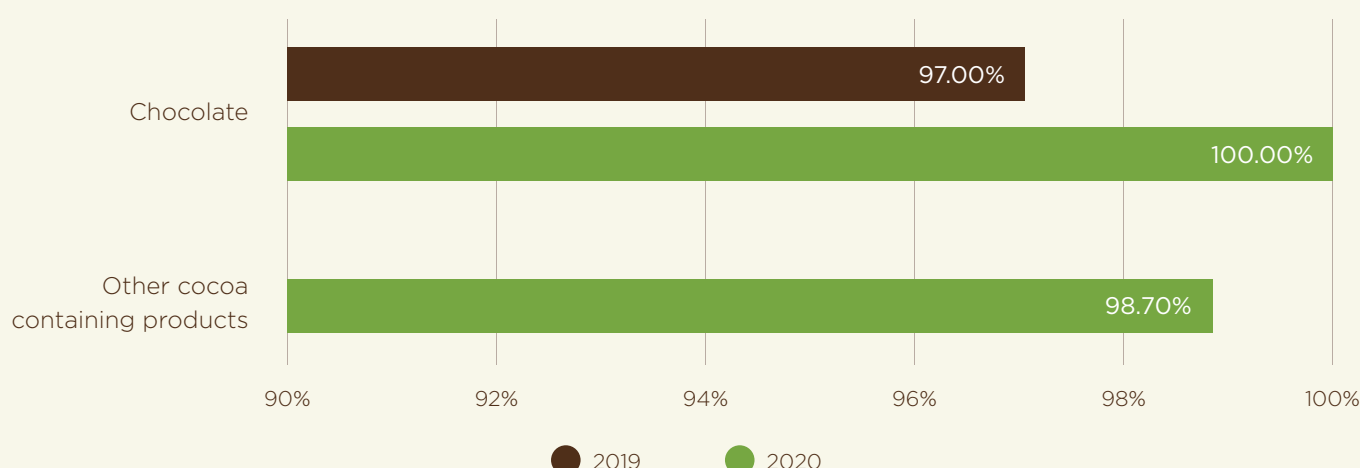


Mieke Vercaeren

*Beyond Chocolate
Steering committee
retail representative &
Head Unit Sustainable
Products, Colruyt Group*

"It is inspiring to see Belgian retailers have as good as reached their individual commitment, having 100% of their private chocolate brands certified and/or covered by a corporate sustainability program. We now need to use the power of the partnership to bridge the gap between this first achievement and a living income for cocoa farmers by 2030."

% of corporate program / certified cocoa in retail private brand chocolate





3.2.2.2 Beyond Chocolate” partners shall meet the applicable agreements between governments and companies in the regions included in the Cocoa & Forests Initiative

The Beyond Chocolate Partnership aims to end deforestation due to cocoa growing for the Belgian chocolate sector by 2030. To reach this goal, Beyond Chocolate is building on existing initiatives. Therefore, as an intermediary step, partners have committed to meet the applicable agreements between governments and companies in the regions included in the [Cocoa & Forests Initiative \(CFI\)](#) by 2025. This initiative is a commitment of top cocoa-producing countries with leading chocolate and cocoa companies to end deforestation and restore forest areas, through no further conversion of any forest land for cocoa production. Being CFI signatory as a partner does not necessarily mean all of your cocoa is deforestation-free, however, it is a valuable first step in that direction.

On the production side, all Beyond Chocolate partners are CFI signatories and are committed to the CFI obligations. On the consumption side, most partners are not CFI signatories. Smaller companies have indicated not to have the capacity to become CFI signatories. It is still unclear for these partners how they can comply with the 2025 commitment. Moreover, CFI is currently only active in Côte d'Ivoire and Ghana. For other countries where cocoa is sourced, a clear proposition needs to be developed.

To develop a trajectory for partners to comply with the zero-deforestation commitment, the Program Management will convene a deforestation working group at ISCO level. This working group will also review the set of indicators and definitions used to monitor progress against the ISCO commitments and other company zero-deforestation commitments (including Cocoa & Forests Initiative in Ivory Coast and Ghana, Roadmap to Deforestation-free Cocoa in Cameroon), and identify opportunities for joint reporting that could support improved understanding of on-the ground impact.



3.2.3 Progress vis-à-vis the Four Common Challenges

In June 2020, the four national initiatives on sustainable cocoa in Europe (ISCOs) signed an MoU, joining forces for a more sustainable cocoa value chain. In this MoU, the ISCOs have identified four common challenges. In an effort to align with other platforms, the data below presents the progress of Beyond Chocolate partners vis-à-vis the four common challenges.

3.2.3.1 Enhance the transparency in the cocoa value chain

The ISCOs are convinced that enhancing the sustainability of cocoa farming and of the whole cocoa sector, is not possible without adequate forms of cocoa transparency and traceability. Knowing where cocoa is being farmed is an important first step and a pre-requisite to designing appropriate programs that improve the sustainability of cocoa farming.



Produced in Belgium

There is a positive evolution towards more origin transparency, with over 40% of cocoa sourcing for chocolate produced in Belgium traceable at farm level, a 25% increase compared to the previous year.



There is a decrease in the share of volumes with an unknown origin, while partners seem to be investing more and more in GPS and polygon farm mapping. To reach the 2025 goal of 100% certification and/or coverage by a corporate sustainability program, an origin transparency score of at least 4 'farm known' needs to be reached. Therefore, Beyond Chocolate has as its goal to reach minimum score 4 for all chocolate produced and/or sold in Belgium by 2025.

Score 1: Origin unknown or only country of origin known

Score 2: Country and region of origin known

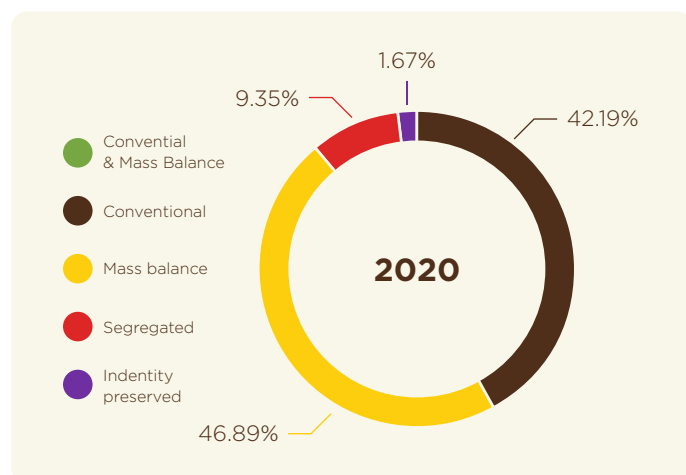
Score 3: Country, region and municipality/cooperative of origin known

Score 4: Farm known, in addition to the country, region and municipality/cooperative of origin

Score 5: Farm known and having point coordinates of the farm household (farm mapping)

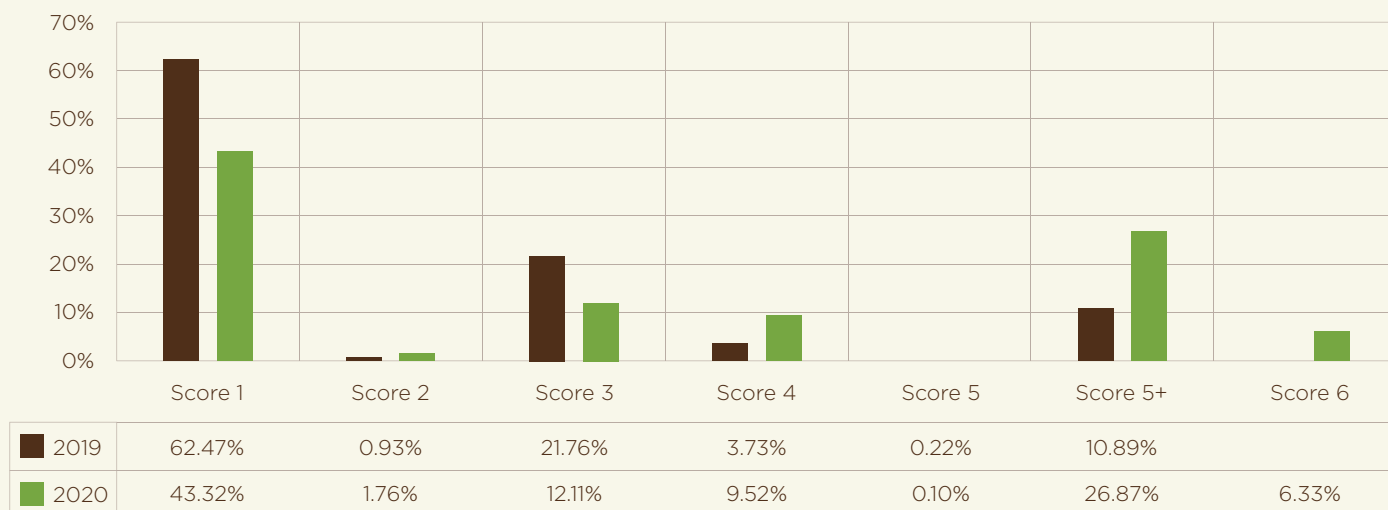
Score 5+: Farm known and having polygon boundaries of the farm

Score 6: Farm known, having polygon boundaries of the farm and farm plots verified as not in a protected forest and as not comprising land that was deforested since 2018



When it comes to traceability of chocolate produced in Belgium, data show there is an increase in the share of segregated cocoa (+5,6%), while the share of conventional cocoa is decreasing. By 2025, conventional cocoa should have disappeared, as all chocolate produced in Belgium will be covered by certification and/or a corporate sustainability scheme.

Origin transparency levels Production



Please note that 'conventional' and 'mass balance' only became separate categories for the 2020 reporting. Therefore, there are only 2019 data on these categories combined

2019 2020



Sold in Belgium

44% of chocolate sold in Belgium by Beyond Chocolate partners reaches the 'farm known' requirement.



3.2.3.2 Contribute to a living income for cocoa farmers and their families

The Living Income Community of Practice defines living income as: "The net annual income required for a household in a particular place to afford a decent standard of living for all members of that household. Elements of a decent standard of living include: food, water, housing, education, healthcare, transport, clothing, and other essential needs including provision for unexpected events.". The Beyond Chocolate signatories have the joint ambition to enable living incomes for all farmers linked to the Belgian market by 2030.

In terms of response rates and scores, a difference can be noted between consumer brands and retailers. Retailers have indicated that transparency is a serious bottleneck, as it remains a challenge for them to capture data on origin transparency. They have therefore often not reported or reported conservatively. The brands, on the other hand, reported to have a better view on the origin transparency and have generally given higher scores. The Program Management will convene a working group on purchasing practices for retailers to discuss how these partners can contribute to origin transparency and positively influence the market in this regard.

It remains challenging for the sector to get a more precise view on the actual living income gaps in their supply chains. Only 3 out of 9 of the reporting certification standards and corporate sustainability programs have reported on the living income gap. The reported data requires more standardization and alignment work through Beyond Chocolate and can therefore not be compared. To measure progress, at this stage Beyond Chocolate is therefore instead looking at the living income interventions implemented by certification standards and corporate sustainability programs.



Nathalie Angillis

Delhaize

"Delhaize has optimized its internal cocoa reporting system by increasing the level of transparency at ingredient level. We are now more able to share exact figures on cocoa mass used in our house brands. This change enables Delhaize in participating more effectively to the Beyond chocolate collaboration."

Living Income Benchmarks



Côte d'Ivoire

404,20 EUR / month for a typical family of two adults and four children



Ghana

238,27 EUR / month for a typical family of two adults and three children

Source: www.living-income.com



Data show that in general, partners are adopting more holistic approaches to reaching a living income, focusing on at least three interventions at a time.

Most partners are using premiums as a tool to increase farmgate prices and farmer revenue. Partners are also increasingly transparent about the premiums they pay, with over 90% of partners reporting on this indicator. Furthermore, an increasing number of partners have decided on a voluntary basis to pay additional premiums, with the intention to contribute to closing the living income gap⁵. A variety of types of premiums co-exist today. In future, it will be important to get a better view on how these premiums work as part of a broader set of interventions, and how they impact producers' revenues.

Strategies to close living income gaps for cocoa farmers do not solely depend on the price paid to the farmer but take into account several other variables including the size of the farmer's cocoa field, his/her productivity, additional incomes from other sources and costs of production. To better understand what is needed to impact household incomes positively, Beyond Chocolate uses the income driver model, zooming in on interventions related to each specific driver.



5. A Living Income Premium follows a premium calculation assuming certain farm and household conditions of farmers, deemed appropriate by the premium provider. If those conditions are met, a farming family could earn a Living Income. In 2021, Fairtrade modelled on a sample of Fairtrade farmers that currently roughly 12% of farmers achieved a Living Income with regular premiums, roughly 19% of families could earn a Living Income using the Living Income Premium, and about 33% of families could achieve a Living Income if optimal farm conditions would have been achieved (<https://www.fairtradebelgium.be/nieuws/news-details/news/new-study-shows-higher-incomes-for-fairtrade-cocoa-farmers/>)



While in general more data was received on these interventions, as a partnership we need to improve the alignment of data collection across the partnership to ensure comparability and measurability. As such, the data on premiums included data from traders, producers, and consumer brands, which leads to double counting. Data on yield, land size and cost of production was not received on a country-specific level. As a way forward, the ISCO Monitoring working group will discuss how to move towards data collection that is realistically feasible and contributes to enabling measurement of progress. An additional path is the commissioning of impact studies. Moreover, the Program Management will reinstate the living income working group to develop a living income roadmap to support partners in their trajectories to close the living income gaps, with intermediate checkpoints as done for the Dutch Initiative on Sustainable Cocoa (DISCO).

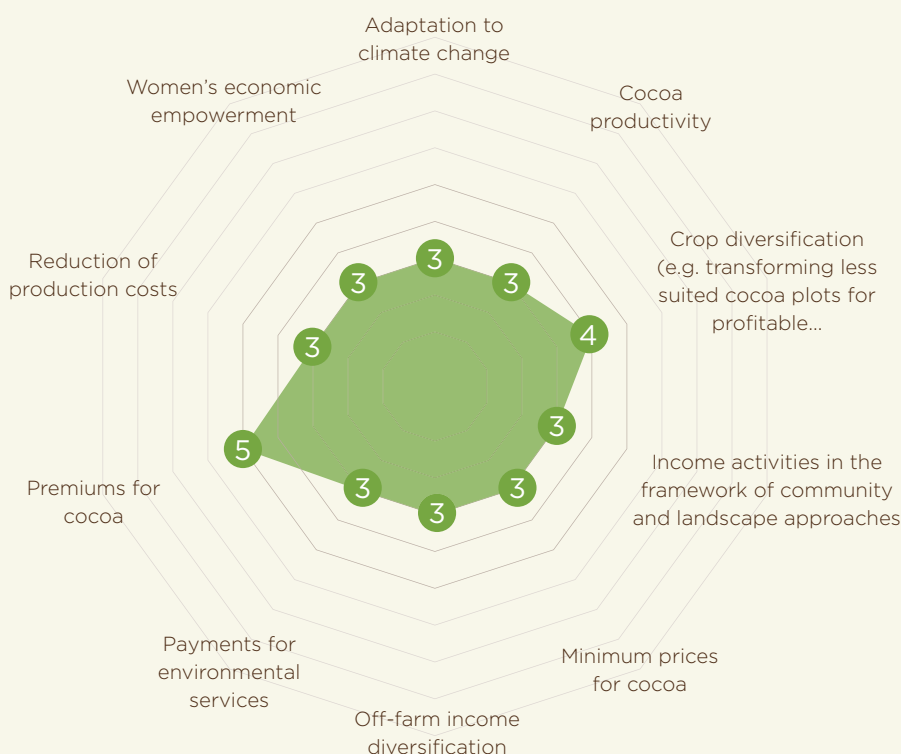


Bart van Besien

*Program and Advocacy
Advisor, Oxfam Belgium*

“While there has been some progress in quantity and quality of reported data by Beyond Chocolate signatories, the annual report still shows a huge data gap when it comes to measuring closure of the living income gap. Moreover, verification of information should be improved. Both collectively and as individual signatories we have to do a much better job in shaping our living income interventions, mainstreaming them, measuring and sharing the impact. As a very first step, CSO’s in Beyond Chocolate call for the development of a roadmap that should guide stakeholders towards bridging that gap⁶.”

Which strategy or strategies did your project/program implement to contribute to achieving Living Incomes for the farming households reached in the reporting year? (9 programs in total reported)



6. In April 2021, Civil Society actors within Beyond Chocolate jointly sent a letter with specific demands to the Beyond Chocolate Steering Committee. These demands included the development of roadmaps with intermediary targets for the living income, deforestation and child labor commitments, as were developed by the Dutch Initiative on Sustainable Cocoa (DISCO). The Steering Committee has officially approved the development of such a roadmap for living income. Discussions are ongoing on a roadmap for the other two challenges.



3.2.3.3 Halt cocoa-related deforestation and promote sustainable reforestation and biodiversity

Data on forest restoration and forest preservation remains a challenge for the partnership. The majority of certification standards and corporate sustainability programs have indicated to invest in agroforestry systems as an important intervention. Three partners shared more details on their implementation of agroforestry systems.

From external sources we can deduct deforestation rates remain high. Global Forest Watch data shows that primary humid tropical forest cover loss has increased slightly for Côte d'Ivoire and more than doubled for Ghana⁷⁸. These numbers stress the urgency for the chocolate sector to take action on this indicator.

An ISCO deforestation working group will be convened to support signatories in contributing to the joint commitments related to halting cocoa-related deforestation, the promotion of sustainable reforestation and biodiversity in cocoa producing countries. This ISCO deforestation working group will review indicators on this challenge and will identify and develop tools that can help ISCO members better track progress on forest protection, sourcing from deforestation-free areas, carbon preservation and biodiversity. This could include commissioning specific impact studies, when relevant.

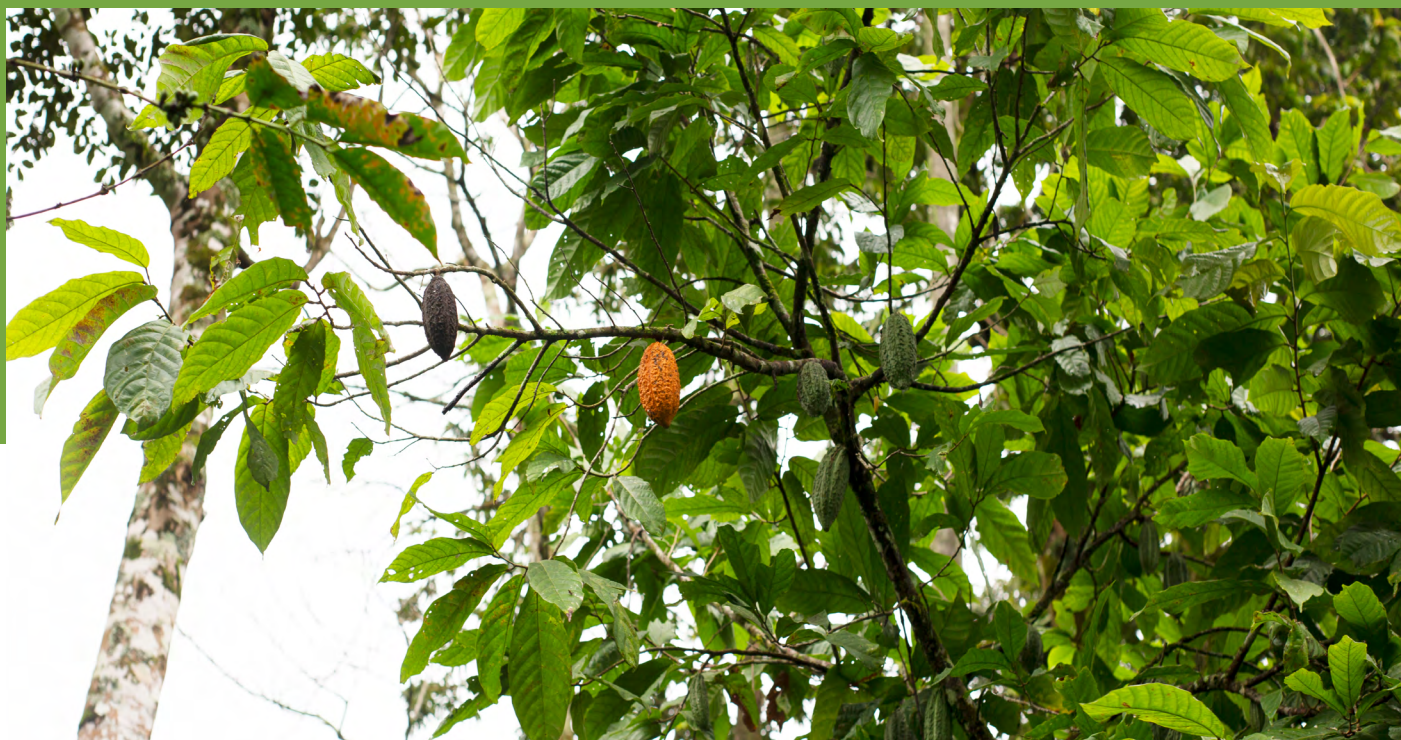
3.2.3.4 End child labor and forced labor in the cocoa value chain

The Beyond Chocolate Partnership document comprises several goals and ambitions with respect to eliminating forced labour, extending schooling and ending (the worst forms of) child labor in the cocoa value chain. Even though these goals do not appear explicitly in the 2025 and 2030 commitments, they are an implicit part of the 'living income'-related commitment. Beyond Chocolate partners are also reporting on their actions and progress vis-à-vis this challenge.

Partners have also indicated that ending child labor is a focus point for their certification standards and corporate sustainability programs. Reporting data shows that of the 950.000 farming households covered by certification standards or corporate sustainability programs of Beyond Chocolate partners, about 51% is also covered by child protection systems.

7. <https://research.wri.org/gfr/forest-pulse>

8. Please note these deforestation rates are not exclusively linked to cocoa, nor are they to the Belgian market.



3.3 Individual Commitments by Partners

The Beyond Chocolate partnership has the ambition to generate impact at scale. While the program is designed to further build on and to strengthen existing initiatives in the sector, partners in the private and public sectors contribute according to their own sphere of influence, responsibility levels and capabilities.

A number of partners have taken individual commitments to further detail their specific contribution to the overall objectives. These partners report on their individual commitment on a yearly basis. The commitments are formulated in the Beyond Chocolate Program Document. All Beyond Chocolate partners are at any time welcome to take up a new individual commitment.

The following partners have reported on additional activities in 2020:

- ACV Voeding en Diensten
- ABVV Horval
- ACLVB
- Alterfin
- ARES
- Baronie Belgium
- BOS+
- Choprabisco
- Enabel
- La Chokolaterie Galler
- Mars
- Mondelez International
- Neuhaus
- Incofin Investment Management
- ISEAL
- Kampani
- Rikolto
- Trias
- Tony's Choclonely
- VLIR-UOS
- WWF Belgium
- ZOTO



3.3.1 Achievements of Individual Reporters

In 2020 partners who have taken up an individual commitment achieved the following:



Over 39M USD worth of loans were provided to support over 160.000 smallholder cocoa farmers with sustainable cocoa production

In 2020, **Incofin Investment Management** provided close to USD 22m in trade finance loans to support sustainably certified cocoa producer organizations or Agri SMEs in Ivory Coast and Peru. These loans supported over 108,000 smallholder farmers, of which, close to 9,000 were female smallholder farmers **Alterfin** disbursed another 17.7m USD to finance the harvesting campaigns of 11 partners operating in the sustainable cocoa value chain, across 4 different countries (Ivory Coast, the Philippines, DRC, and Peru). These investments contributed to support more than 58,600 families of cocoa smallholder farmers.



Several sensitisation campaigns were set-up by partners, mobilizing support for the Beyond Chocolate commitments

CHOPRABISCO, the Belgian Chocolate federation, has taken up the role of informing its members on Beyond Chocolate activities, reminding them about the commitments and inspiring them to take action. In 2020, 7 newsletters were sent out with 12 articles and 20 “short news” stories concerning cocoa sustainability. **WWF** has supported the Beyond Chocolate commitments by mobilizing citizens in favor of an EU legislation for deforestation- and conversion free products, including cocoa. In total, 32,955 signatures were collected by WWF Belgium during this Together4Forests campaign. The organization has also engaged with regional and federal governments pleading in favor of binding EU legislation and additional national initiatives for deforestation-free supply chains. Beyond Chocolate partner **BOS+** has actively participated in this awareness raising campaign.

Trade union **ACV** has participated to the Cacao steering committee within Effat (the European Federation of Unions of Food and agriculture workers) on the initiative launched by the Commission for more sustainable cocoa production. University umbrella organizations **VLIR-UOS** and **ARES** have mobilized academics experienced in cocoa sustainability. **Trias** developed a sensitization campaign on child labour in the cocoa communities in Mai Ndombe in the DRC, reaching 1,400 farming families. Trias and constituency organization Neos also launched a multi-annual trajectory around sustainable chocolate, which will include a chocolate workshop with sensitizing content, a publication on sustainable chocolate and cocoa and an international exchange trip. This trajectory can potentially sensitize 36,000 Neos members.



On the field projects were set up, reaching over 2.000 farmers

Several individual reporters are supporting cocoa farmers by implementing activities on the field. In 2020, **Rikolto** reached out to a total of one thousand and eleven (1,011) cocoa farmers in both Ghana and Cote d'Ivoire, promoting diversification and agroforestry systems, supporting women and youth entrepreneurship and forming Village Savings and Loans Associations (VSLAs) in order to increased access to affordable finance. Next, **ZOTO** has continued to coach and guide coops & farmers on improved post-harvest practices and flavor steering in more than 15 countries. Direct trade sales with a premium of 25-60% above market price were enabled as ZOTO assists with linkage of the cocoa origins to the market. ZOTO's work at the origin had a beneficial impact on more than 1,000 farmers. **ACV** had several preparatory internal meetings with the NGO WSM in order to prepare a pilot project on HRDD in cacao. This pilot project started in 2021.

In July 2020, **Trias** Andes, Ethiquable and cocoa cooperative Alto Urubamba started a 3-year sustainability project supported by the King Baudouin Foundation. The project aims to improve the quality and ecological sustainability of the production process and bring added value to the agricultural products cultivated by Cooperativa Agraria Alto Urubamba in order to improve the income of the farming families. 350 farmers are reached through the project. In 2020, **Enabel**, through the Trade for Development Center (TDC), has started up new coaching trajectories in marketing and business management for 12 Ivorian and 3 Ghanaian farmer organizations. In total, Enabel has now supported 22 business and cocoa farmer organizations through this coaching, thus achieving its individual commitment.



Frontrunner chocolate brands achieve the Beyond Chocolate goals faster

Several innovative cocoa brands have pledged to increase the sustainability of their value chain faster than required by Beyond Chocolate. As such, **Baronie Belgium** has committed to reaching the Beyond Chocolate goal of 100% certification by the end of 2021. By the end of 2020, 88% of the total sales volume of the Baronie Belgium Brands, were certified. This includes both sales in Belgium as well as abroad. **La Chocolaterie Galler** has reached its goal of having 100% Fairtrade covered cocoa by the end of 2020.

Tony's Chocolonely has ensured that all of its cocoa is Fairtrade certified and bought at the Living Income Reference Price (LIRP). Based on the five cooperation principles of its [open platform](#), Tony's Chocolonely intends to accelerate, with other signatories, the establishment of a living income for cocoa farmers. In 2020, retailer **Delhaize** also adopted the Tony's principles for their private label chocolate. **Neuhaus** is fully certified and is now working towards a fully segregated supply chain in compliance with living income and deforestation standards by 2025. At this point, 36% of the company's cocoa is coming from their own plantation in Ecuador where they are paying above the living wage standard.

Cocoa is at the heart of the **Mondelez International** chocolate brands and 100% of the chocolate brands sold in Belgium - Côte d'Or, Milka and Toblerone - source their cocoa sustainably through its [Cocoa Life program](#). It is part of the company's commitment to have all its chocolate brands worldwide sourcing from Cocoa Life by 2025. Through Cocoa Life, the company aims to empower 200,000 cocoa farmers and improve the lives of more than one million people in cocoa communities by 2022. Mondelez International is well on track to deliver this commitment, reaching more than 188,000 farmers and more than 2,100 communities by end 2020. Through 2020, the Cocoa Life program made good progress across the three key areas of intervention: improving the economics of cocoa farming, creating empowered communities, and conserving and restoring forests.



Jan Willem Balk

Managing Director Mondelez Benelux

"Cocoa is at the heart of chocolate. For almost 10 years now, we are determined to produce chocolate in the right way - by creating a thriving cocoa sector and driving sustainable growth at scale. Through our sustainability program, Cocoa Life, we holistically tackle the root causes of the challenges cocoa growing families face, including climate change, deforestation, gender inequality, poverty and child labor. We see encouraging progress and impact with increased incomes, strengthened cocoa growing communities and protected forests. Yet we know that more efforts are needed to see faster impact. Sector-wide collaboration is needed to address key issues and achieve real change for the better. It is the only way to build a resilient supply of cocoa for the long-term, grown by empowered communities and we applaud Beyond Chocolate for bringing together the actors who, together can make a difference."

Mars is committed to creating a more modern, inclusive, and sustainable cocoa supply chain for future generations. The company believes it is imperative to transform the cocoa supply chain, and invite the cocoa sector to partner with them, so that global sustainable development goals are met, human rights are respected, the environment is protected and everyone has the opportunity to thrive. Mars is bringing its commitment to life through its Cocoa for Generations strategy. Mars is contributing to the Beyond Chocolate targets by focusing our efforts on sourcing cocoa that is 100% sustainable and traceable by 2025 and increasing the income and living standards. The company's approach to address these two critical concerns is to deploy initiatives to accelerate the modernization of the cocoa sector. Mars' initiatives towards this approach include the development of cocoa farming pilots in different origins to test new best practices for creating sustainable cocoa farms.





4

Co-Financing Fund

Under the Beyond Chocolate Partnership, a co-financing fund of 2 million euros, leveraging more than 4 million euros of private investments, was made available by Belgian Development Cooperation. This fund is allocated to projects that improve, innovate, scale, or accelerate the effectiveness and efficiency of sustainability initiatives in the Belgian chocolate sector, and therefore contribute to the achievement of the Beyond Chocolate ambitions. Currently, nine projects are approved for co-financing, six of which started implementation in 2020.





4.1 Theory of Change

The 9 co-financed Beyond Chocolate projects are managed by diverse consortia of stakeholders, including traders, brands, retailers, NGOs, and knowledge institutions. Through the projects, the stakeholders are testing innovative approaches for delivering on their Beyond Chocolate commitments, with a special focus on closing the living income gap. An important aspect of these projects is the element of scalability – the projects might thus start at a relatively small scale, while having an ambitious strategy to scale over time. The projects aim at contributing to market transformation in Belgium, bringing new sustainable products that are accessible to consumers on shelves.

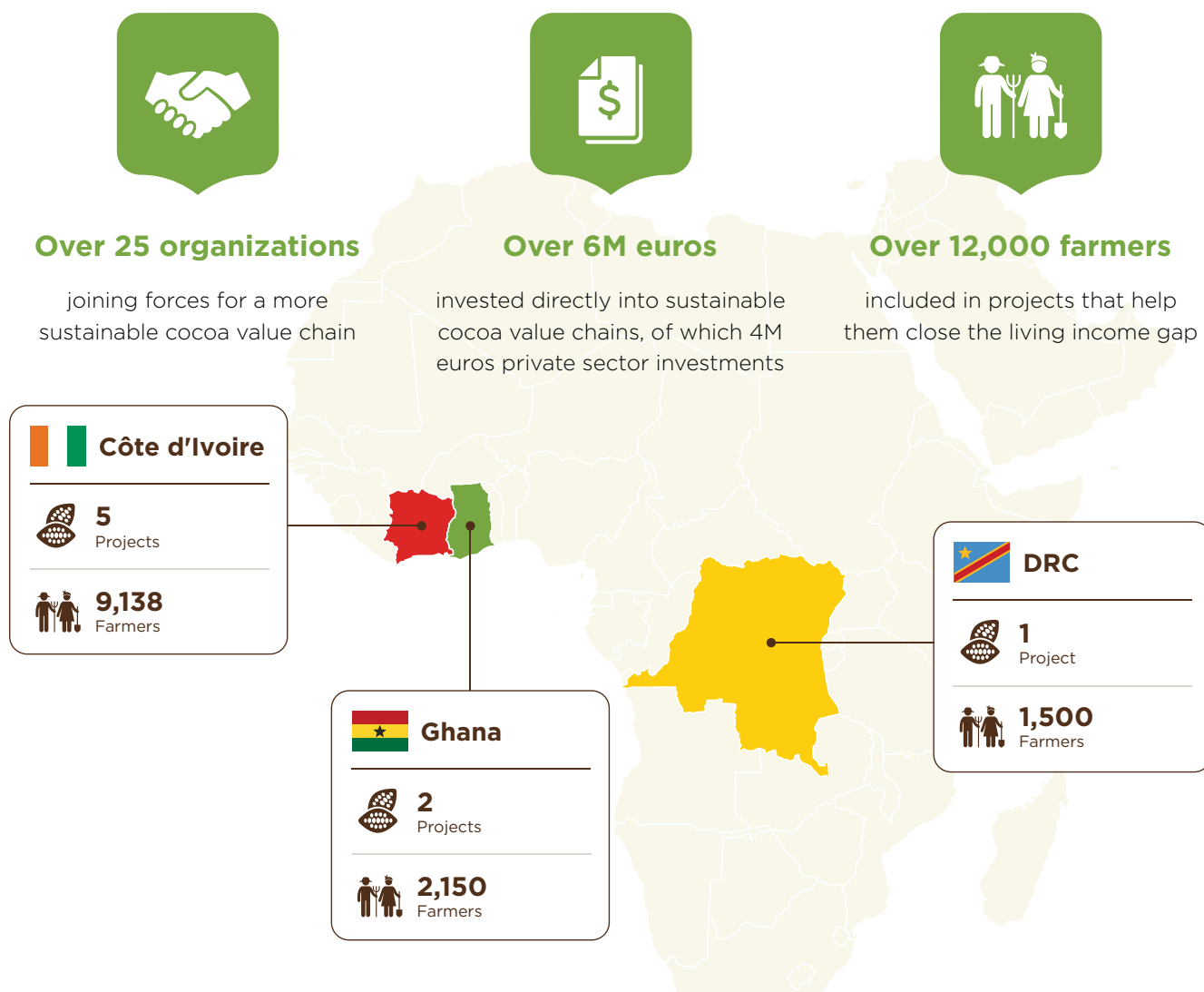
The private sector partners provide at least two third of the project funding, while one third is provided by the co-financing fund. In this way, Beyond Chocolate creates an environment that triggers action by leveraging private sector investments. IDH supports the development of ambitious intervention strategies, monitors the projects and, together with partners, shares lessons and best practices with the wider Beyond Chocolate Partnership. The desired outcome of the co-financing fund is that stakeholders within the Belgian chocolate sector adopt the tested interventions and business models in main impact areas linked to the Belgian sector. This should accelerate the achievement of the main commitments in the partnership.

Main partner(s)	Living Income				Ending Deforestation	Ending Child Labor	Women Empowerment	Traceability	Access to Finance
	Productivity	Price	Diversification	Production Cost					
Cargill	0		0		0		0	0	
Barry Callebaut	0		0					0	
Colruyt Group	0	0	0	0	0		0	0	0
CIAT/ Mondelez	0		0	0	0			0	0
Puratos	0	0	0	0		0	0	0	
ZOTO	0	0	0		0			0	0
Tony's	0	0	0	0	0	0		0	0
Galler	0	0	0		0	0	0	0	0



4.2 Overview of the Co-Financed Sustainability Projects

9 Co-financed Sustainability Projects



- 1 Cargill:** PUR Projet, Empow'Her
- 2 Colruyt group:** Puratos, Rikolto International, Fairtrade Belgium, Ghent University, Agro-Insight, Access Agriculture, ECSP
- 3 Galler:** Yeyasso, Enabel, University of Ghent, dep. of tropical plants & crops, Zoto
- 4 Puratos:** Fairtrade Belgium, Belvas SA
- 5 Tony's:** Delhaize Ahold, ECAM cooperative, Socoopacdi Cooperative, Ecojad Cooperative, Kapatchiva Cooperative
- 6 Barry Callebaut:** Cocoa Horizons Foundation, Callebaut (Barry Callebaut Belgium), Aldi South Group, Boris B Farms Limited, Envirofit, Koudjis Ghana Limited, Solidaridad, West Africa Limited, Meridia
- 7 Mondelez, CIAT:** Olam International, Sustainable Food Lab
- 8 ZOTO:** Silva Cacao, Rikolto, UPCCO, Cacao Okapi
- 9** To be confirmed





4.3 Presentation Early Outcomes of the Co-Financed Projects Starting in 2020

Beyond Trees, towards better incomes for cocoa farmers

Cargill, PUR Projet & Empow'Her

In 2020, the project partners carried out a field diagnosis in two cocoa-producing communities in the Bas-Sassandra region which is heavily impacted by forest degradation and located on the edge of the Taï National Park. Partners visited all beneficiaries, including cooperative boards (CSC, CAGNAN), farmers, community leaders and women associated to the cocoa growing communities.

The diagnosis highlighted the environmental, economic, and social context of the area as well as the place left to women in households and at community level. Based on the findings of the diagnosis, partners will now adopt a holistic approach that will integrate income diversification activities and support the restoration of shade in cocoa plots. Women will be trained to promote the products, thus becoming central actors of the community's development. Moreover, project partners are liaising closely with the Ivorian Ministry of Water and Forests (MINEF) and with SODEFOR to clarify farmers rights and tenure that prevail in agricultural enclaves of Classified Forest Rapides Grah.



Bas-Sassandra

Côte d'Ivoire



1200

Farmers



Q3

2020-2023



Budget

€763.695

— Private sector

€510.454

— Public sector

€253.241



A Living Income for cocoa farmers in Côte d'Ivoire

Colruyt Group, Puratos, Rikolto International, Fairtrade International, Ghent University, Agro-Insight, Access Agriculture, Entreprise Coopérative de St. Paul (ECSP)

In the initial stages of the project, significant efforts went to setting up a governance system to support smooth coordination amongst the eight project partners. Once this was done, 134 farmers were selected to participate in the project, of which one third are youngsters who receive training on good agricultural practices. The project also organized eighty women into two different associations, aiming to increase their position in leadership roles.

Furthermore, several sensitization activities were organized on the significance of income diversification and Village Savings and Loans associations (VSLA's) were established in order to give farmers and community members access to cash. To increase the quality of the cocoa and allow the farmers to capture more of the added value, a centralized fermentation and drying center was constructed. Another center will be constructed in 2021. These centers increase the quality of the cocoa, due to a centralized and better controlled fermentation and drying process and allows the farmers to capture more of the added value. Furthermore, to better understand the realities and potential of agroforestry and reforestation in the communities, a feasibility study was conducted by Pur' projet. Lastly, price negotiations between Colruyt Group and Puratos were successfully completed in 2020 with the Fairtrade living income reference price as a benchmark.



San Pedro
Côte d'Ivoire



134
Cocoa farming families



Q3
2020-2023



Budget
€529.166

— Private sector
€356.111

— Public sector
€173.055



Changing the Norm in the Cocoa Sector

Tony's Chocolonely, ECAM Cooperative, SOCOOPACDI Cooperative, Ecojad Cooperative, Kapatchiva Cooperative, Ahold DELHAIZE

The project focuses on training professional labor groups (brigades) so that farmers have access to quality, trained, and safe labor for the larger and specialized jobs on the farms. As a first step, Tony's Chocolonely selected Farmstrong as a technical partner to train the farmers coaches at the three partner cooperatives – ECAM, Kapatchiva, and Ecojad. The farmers coaches received theoretical and on the field training on how to execute farm assessments, farm and household interviews and turn the data into an individual farm development plan the farmer could agree with. A total of 3,221 farm plans were made in the first year of implementation.

Furthermore, farmers were sensitized the benefits of agroforestry, the different systems to mix trees with cocoa, tree planting techniques and post-planting care. 1,344 Brigadiers (labor gang members) were trained at the 3 cooperatives and the cooperatives provided labor gang equipment. Farm plans are now being executed with the help of these brigades. A focus of the project will be having a coherent agroforestry policy across all the partner cooperatives, with mapping, risk assessment, and mitigation at its core.



Divo, Meagui, Bonon & Daloa
Côte d'Ivoire



6.654
Farmers



Q3
2020-2023



Budget
€768.300

- Private sector
€514.761
- Public sector
€253.539



Sustainable organic and high-quality cocoa production for the cooperative Yeyasso in Ivory Coast

La Chocolaterie Galler, ENABEL - TDC, YEYASSO, Ghent University & ZOTO

The project aims to close the gap to a living income for the farmers of the cooperative of Yeyasso in Côte d'Ivoire by contributing to a sustainable cocoa production, diversifying activities and professionalizing the farmer organization. It kicked off in December 2020 with the cooperative staff visiting the producers' communities, explaining the project, and collecting the candidatures of the communities that wanted to implement it. A first community of 150 producers was selected on a voluntary basis and informed on the advantages and constraints of organic production.

Next, the cooperative received training on marketing and financial management via the customized participatory coaching itinerary developed by Enabel. The training helped the cooperative create its presentation pitch and significantly improved its internal communication with the producers. Lastly, the project team has selected a consultant to assist with the organic conversion, as this is a complex process.



Tonkpi
Côte d'Ivoire



150
Farmers



Q4
2020-2025



Budget
€350.000

— Private sector
€250.000

— Public sector
€102.000



Landscape for cocoa livelihoods

Mondelez, CIAT, Olam, Sustainable Food Lab

The Landscapes for Cocoa Livelihoods project will develop and validate a framework for managing landscapes that differentiates livelihood strategies for cocoa farmers. In the last month of 2020, efforts were dedicated to starting up a project and communication infrastructure that enables a global team of experts located across the US, Europe, Ghana and Vietnam to deliver on the project targets.

As such, CIAT recruited a Ghana-based project manager and commenced a literature review of drivers of degradation and ecosystem services priorities for Ghana and in analogous landscapes. This included extending contact to the Ghana Statistical Services and a review of failed and successful payment for ecosystem services case studies around the world. Next year, efforts will go to setting up a baseline, designing and tailoring interventions that are farmer and site-specific to take advantage of opportunities to improve farmer incomes and protect environmental services.



Atwima Mponua district

Ghana



650

Cocoa farming families



Q4

2020-2024



Budget

€1.141.393

— Private sector

€802.000

— Public sector

€339.393



Cocoa Household Income Diversification Project

Barry Callebaut, ALDI SOUTH Group, Boris B Farms Limited, Envirofit West-Africa limited, Koudijs Ghana Limited, Meridia, Solidaridad West-Africa

In the initial stage of the project, efforts were focused on community sensitization through the organization of interactive sessions during which the project design, scope and other details were presented to the community leadership and members. Furthermore, a total number of 400 farmers were taken through a financial literacy training as they will form VSLA's that will handle and save money. For income diversification purposes, each VSLA received a total of 500 birds, feeders and drinkers. In order to ensure there is an access to markets, an off taker contract was signed.

To curtail the continuous loss of carbon from the farms, the project also introduced 260 highly efficient wood cookstove through partner, Envirofit International. This cookstove prevents the release of on average 3MT of carbon annually. Lastly, Barry Callebaut engaged with Meridia to provide land titles to farmers within the operational area, as this can contribute to livelihood improvement and longer-term investments.



Ashanti Region
Ghana



1500
Farmers



Q3
2020-2023



Budget
€948.054

- Private sector
€683.113
- Public sector
€264.941



5

Learning & Innovation

The Beyond Chocolate Partnership brings together experts on sustainable cocoa production and creates a context in which best and worst practices can be openly shared. In 2020, Beyond Chocolate had in place three working groups around the overarching themes 'Living Income', 'Ending Deforestation' and 'Youth and Decent Work', and an additional working group on Monitoring. The learnings discussed in these working groups were then conveyed to the wider partnership in several learning events.





GENERAL ASSEMBLY

May 28th, 2020

On the 28th of May 2020, the second Beyond Chocolate General Assembly took place. During the event, the results of the Beyond Chocolate baseline reporting were presented. An important part of the event was the announcement of the approved co-financed Beyond Chocolate projects and the following panel discussion between project partners. Karen Janssens from Colruyt, Taco Terheijden from Cargill and Vicente Balseca Hernandez from La Choclaterie Galler. Each partner introduced their own project, elaborating on their vision on impactful living income strategies.

WORKING GROUP ON YOUTH AND CHILD LABOR

January 31st, 2020

WORKING GROUP ON LIVING INCOME

January 30th, 2020

AME WORKING GROUP

March 3rd, 2020

WORKING GROUP ON LIVING INCOME

May 7th, 2020

WORKING GROUP ON ENDING DEFORESTATION

February 7th, 2020



LEARNING EVENT ON LIVING INCOME

June 30th, 2020

On June 30th, Beyond Chocolate organized a first learning event on Living Income, led by IDH living income expert Gael Lescornec. After giving participants a snapshot of where Beyond Chocolate is in terms of enabling living incomes, this learning event delved into the living income strategies explored by the Beyond Chocolate co-financed projects. The event ended with a presentation of the key enablers that drive smart mix solutions to reach a living income among cocoa farming households.

ISCO MONITORING WORKING GROUP

September 3rd, 2020

AME WORKING GROUP

June 24th, 2020



LEARNING EVENT ON COCOA TRACEABILITY

September 23rd, 2020

During the discussions that were held in the ending deforestation working group, traceability appeared to be a pre-condition to identifying potential deforestation hotspots in cocoa value chains and taking action to address deforestation. The September 23rd learning event on cocoa traceability was organized to shed light on what is meant by “traceability”, what it can help achieve, as well as its limitations and challenges. The event brought together companies, government institutions and knowledge partners for a presentation on the latest state of traceability practices to then move to a discussion on how to break silos between the work carried out by these stakeholders. Based on this learning event, IDH developed a podcast on cocoa traceability. Listen to it [here](#).



LEARNING EVENT OF HUMAN RIGHTS DUE DILIGENCE

November 9th, 2020

Human Rights Due Diligence is among today's most important sustainability challenges for companies in the cocoa and chocolate supply chain. In this first jointly organized learning event, the National Initiatives on Sustainable Cocoa in Europe (ISCO's) aimed to build a common understanding of the role and responsibilities of different actors along the supply chain, make different opinions transparent and identify practical tools for collaboration. After an introduction by EU commissioner Didier Reynders on the upcoming HRDD legislation and EU Multi-Stakeholder Dialogue for Sustainable Cocoa, the word was given to several high-level stakeholders to discuss which role they can play for the implementation of HRDD.



THE BEYOND CHOCOLATE TWO-YEAR EVENT

December 10th, 2020

In December 2020, Beyond Chocolate celebrated its two-year anniversary with an online event. Next to a presentation on the development of the program and the priorities set for the following years, a panel was organized on sustainability in times of crisis. Fairtrade Belgium director Nicolas Lambert, Leonidas CEO Philippe de Selliers and Rikolto Cocoa Coordinator Abdulahi Aliyu entered into a debate on how the crisis has influenced the chocolate sector (both producers and companies), how this changes the way the industry and consumers look at sustainability and what Beyond Chocolate can do to increase the resilience of cocoa farmers.



6

Governance structure

The Beyond Chocolate Partnership is managed by IDH, the Sustainable Trade Initiative with generous funding from the Directorate-General Development Cooperation. Partners are represented in the decision-making processes through the Beyond Chocolate Steering Committee, which provides strategic guidance and direction to the program. Outside of the national borders, Beyond Chocolate is collaborating closely with the other National Initiatives on Sustainable Cocoa in Europe or 'ISCO's'.





Beyond Chocolate

GOVERNANCE STRUCTURE

PROGRAM MANAGEMENT



Employees of IDH, the Sustainable Trade Initiative who coordinate the Beyond Chocolate Program and prepare the Steering Committee meetings



Charles Snoeck
Program Manager



Marloes Humbeeck
Program Officer

BELGIAN GOVERNMENT

Funding partner of the Beyond Chocolate Program



Belgium
partner in development

STEERING COMMITTEE

gives direction to the IDH Secretariat on strategic program development and implementation issues and advises on new developments and priorities in the Belgian chocolate sector.

INDUSTRY



Philippe de Selliers
Chairman & Industry Representative

NGOs



Koen van Troos
Civil Society Representative

INVESTORS



Wouter Vanderspyen
Social Impact Investor Representative

KNOWLEDGE CENTERS



Patrick Van Damme
Knowledge Center Representative

PUBLIC SECTOR



Filip Vandenbroeke
Public Sector Representative

RETAIL



Mieke Vercaeren
Retail Representative

NATIONAL INITIATIVES ON SUSTAINABLE COCOA IN EUROPEA (ISCO'S)

Partner initiatives that are bundling efforts with Beyond Chocolate for a sustainable cocoa value chain through collaborative action. The secretariats and boards of the initiatives have regular meeting to discuss our common strategy and activities.



Swiss Platform for Sustainable Cocoa



Forum Nachhaltiger Kakao
German Initiative on Sustainable Cocoa



DISCO
DUTCH INITIATIVE ON SUSTAINABLE COCOA



Changes in the Composition of the Beyond Chocolate Steering Committee

We say goodbye to Public Sector Representative Jean-Jacques Bastien

“As you may know, I am taking up new duties abroad and am passing on my seat at the Beyond Chocolate Steering Committee as representative of the Belgian State (Belgian Ministry of Foreign Affairs). I am very satisfied to have been able to participate in the development of this partnership which engages all actors in the Belgian chocolate sector to make Belgian chocolate even better and more sustainable. The objectives are certainly ambitious but working collectively on the same commitments is according to me the best way to reach the goals defined in the initiative and to contribute to the Sustainable Development Goals in 2030. I thank all the persons who I have been working with and hope to see them again in a near future.”



We welcome his successor Filip Vandenbroeke

“Thanks to the commitment of the ever-growing number of companies and organizations, the Partnership for sustainable Belgian chocolate has developed into a flagship project Beyond chocolate. Its ambitious objectives to end deforestation, provide a living income for cocoa growers, and fight child labor testify to the importance of fair trading practices, providing decent work, and giving local people a chance to live a better life in a sustainable environment. As representative of the Directorate-General for Development Cooperation and Humanitarian Aid (DGD) in the Beyond Chocolate Steering Committee I am thus very pleased to walk the road towards the Sustainable Development Goals in 2030 hand in hand with the private and the public sector.”



Now civil society representative Charles Snoeck has taken on the role of Beyond Chocolate Program Manager, we welcome our new civil society representative Koen van Troos:

“Why Beyond Chocolate? I am convinced that multi-stakeholder platforms in which civil society, the research world, the industry and governments find each other are essential for systemic change. #Connectwhatsgood as we say at Fairtrade Belgium. I am looking forward to contributing to the Beyond Chocolate goals based on the Fairtrade principles.”





STEERING COMMITTEE

Koen van Troos

Filip Vandenbroeke

Wouter Vandersypen

Patrick Van Damme

Philippe de Selliers

Mieke Vercaeren



CONTACT PERSONS - IDH BELGIAN OFFICE

Charles Snoeck

Senior Program Manager
snoeck@idhtrade.org

Marloes Humbeeck

Program Officer
humbeeck@idhtrade.org