

# Beyond Chocolate 2024 Annual Plan



**Beyond  
Chocolate**




**Belgium**  
partner in development



**idh**  
transforming markets

# 2024 priorities



2. Grow market demand for and uptake of “living income cocoa”.



4. Foster collaboration.

1. Increase partner accountability.



3. Implement impactful living income projects.



# 1. Increase partner accountability

- **Joint and individual roles and responsibilities are clarified as part of the theory of change review.** Organization of stakeholder-specific and joint online meetings to finalize work started at GA.
  - Deliverable (a) - final theory of change in place
  - Deliverable (b) - more detailed and precise commitments are taken by stakeholders and stakeholder groups
- **The ISCO reporting tool will be further improved to increase individual partner accountability.**
  - Review of the framework and questionnaire by the ISCO secretariats based on input by the ISCO WG monitoring.
  - Capacity & knowledge building for SMEs to support them to deliver quality reporting.
  - Deliverable (a) - all partners report by April and annual report published in September.
  - Deliverable (b) - secretariat & steerco hold individual partners accountable when there's lack of progress.



## 2. Grow market demand for living income cocoa

- **Provide guidance to brands and retailers on sustainable procurement practices.**
  - A specific trajectory for SMEs is developed:
    - Deliverable (a) - Inspiration guide for SMEs published by WCC5.
    - Deliverable (b) - learning event organized for SMEs
  - Retailers sharpen up their commitment to enable living incomes.
    - Deliverable (c) - Retail commitment on LIRP payment
  - Specific trajectory for couverture producers is developed:
    - Deliverable (d) - CEOs traders convened by June 2024, to discuss progress towards 100% certification, and a future LI offer.
- **Ensure uptake of LI cocoa from existing models that have delivered proof of concept.**
  - Linking up of possible clients with existing volumes LI cocoa.
    - Deliverable (e) – increase # of signatories reporting on LI cocoa
- **The partnership keeps on growing, thus covering a larger share of the (Belgian) consumer market.**
  - Collaboration with Choprabisco, I love Belgian chocolate, certifiers and traders to attract new brands.
    - Deliverable (f) - at least 5 new partners join Beyond Chocolate



# 3. Implement impactful living income projects

- **An open call for proposals is launched for living income projects led by multi-stakeholder coalitions.**
  - The secretariat will support the building of coalitions to increase the scale and impact of potential projects.
    - **Deliverable (a) - by October 2024, At least two scalable living income projects led by coalitions of partners have started implementation.**
- **Learnings of the projects will be shared with the broader partnership.**
  - Each project has a strong monitoring and evaluation framework in place. Project partners proactively share successes and challenges.
    - **Deliverable (b) - at least 5 learning opportunities on projects (events, blogs, publications,...)**



# 4. Foster collaboration

- **Contribute to a successful World Cocoa Conference (April).** Beyond Chocolate is well represented and influences the writing of an ambitious end declaration
  - Deliverable (a) - Beyond Chocolate and key partners are featured in the program
- **ISCO collaboration allows to reduce burden on partners and secretariats.**
  - Deliverable (b) - A joint vision document (2026-2030) is developed by the secretariats
  - Deliverable (c) - A successful board meeting is organized to evaluate and review the ISCO collaboration (and MoU)
- **Further alignment and collaboration with producing country partners and initiatives will be explored.** Follow-up meetings with CFI to explore how the two initiatives can build on each other.
  - Deliverable (d) - Ensure next pilots are set in CFI region
  - Deliverable (e) - Set up system for sharing of data & monitoring burden



The background is a solid red color. It features several faint, stylized botanical and human motifs. On the left, there are leaf-like shapes with veins. In the upper center, there is a hand with fingers spread. On the right, there are large, overlapping leaf shapes. At the bottom, there are circular shapes resembling seeds or fruit segments.

# High-level timeline

