



# Cacau 2030 Strategic Guidelines

PROMOTION OF DECENT WORK AND IMPROVEMENT OF LIVING  
CONDITIONS IN THE BRAZILIAN COCOA PRODUCTIVE CHAIN

CocoaAction  
Brasil



World Cocoa  
Foundation



Organização  
Internacional  
do Trabalho





# CONTEXT

## BRIEF HISTORY

CocoaAction Brasil, in partnership with the World Cocoa Foundation (WCF), started in Brazil in March 2018. This precompetitive and multistakeholder, public-private initiative works to foster sustainability in the cocoa supply chain, with a focus on the cocoa farmer, based on local needs.

In December of 2018, the International Labour Organization (ILO) and the Brazilian Labor Prosecution Office (MPT) launched the report "Cocoa Productive Chain: advances and challenges toward the promotion of decent work - a situational analysis". The document, consolidated with a field research and a short video production, pointed out challenges related to working conditions in cocoa production and the occurrence of child labour in the activity in Brazil.

Then, in October 2020, CocoaAction Brasil Initiative launched the report "Panorama of Cocoa Cultivation in the Southern Coastal Territory of Bahia 2015-2019". The study developed by Floresta Viva Institute, presents data collected from interviews with over 2,400 cocoa growers from 27 municipalities and detailed information about economic, environmental and social aspects aspects of cocoa growing in the region. The report highlights "the fundamental importance of the union (combined efforts) of the cocoa chain for the solution of the various challenges presented, so that we can develop this productive chain, within the enormous existing potential".





# ACTIONS

## ROUND TABLES

Social dialogue mobilization was the key strategy used by ILO to disseminate the information gathered by the studies and to search for partnerships toward a transformation in the chain.

By means of an alliance with the United Nations Global Compact, ILO organized dialogue sessions with the sector companies, including cocoa processing industries, chocolate manufacturers and their associations.

ILO also conducted high-level meetings with state governments of Bahia and Pará, with the local governments of cocoa-producing municipalities, and with workers and employers organizations.



## COCOACTION BRASIL + ILO BRASIL PARTNERSHIP

Upon its start, CocoaAction Brasil governance structure conducted a participative process, engaging with the private and public sectors to align the sustainability priorities of the Brazilian cocoa chain in order to foster sector development.

Among the 13 priorities defined, there is the development of an Action Plan for the **improvement of living and working conditions** in the cocoa productive chain. ILO has supported the initiative and offered technical guidance for the achievement of this goal, and since 2020 has been working with CocoaAction Brasil to define a sectoral strategy to promote decent labour in the cocoa chain.







# ACTIONS

## DEFINITION OF SECTORAL STRATEGY

Based on the studies developed by ILO, MPT and CocoaAction Brasil in partnership with Floresta Viva Institute, as well as the dialogues and exchange over the last two years, the creation of a set of Strategic Guidelines toward "2030 Cocoa"(reference to the UN 2030 Agenda) was suggested.

This means structuring actions that would allow cocoa production to find ways to further develop, sustainably, in accordance to the Brazilian legislation and to the Fundamental Principles and Rights at Work. The Strategic Guidelines intend to promote decent work, and contribute with the achievement of Goal 8.7 of the Sustainable Development Goals of the United Nations.

## CACAU 2030 WORKSHOP

The two-day event, organized by ILO and CocoaAction Brasil to present and discuss a draft of the Strategic Guidelines with the cocoa sector, was held online in December 2020.

With a tripartite character and with participation of civil society, the workshop gathered **55 participants** including representatives of the federal government and state government of the leading cocoa producing regions in Brazil, organizations of employers, sector associations, entities and the most important unions and industry representatives of the cocoa supply chain.





# COCOA 2030 STRATEGIC GUIDELINES

## PROMOTION OF DECENT LABOR AND IMPROVEMENT OF LIVING CONDITIONS IN THE COCOA PRODUCTIVE CHAIN



**DEVELOPMENT GOAL**  
Improvement of working  
and living conditions in the  
cocoa productive chain



### Result 1

Increased knowledge and  
awareness about workers'  
rights in the cocoa  
productive chain.



### Result 2

Public power in municipalities  
strengthened to promote  
decent work and keep children  
in school.



### Result 3

Increased productivity  
and income of the cocoa  
grower.



### Result 4

Monitoring of working  
conditions in the cocoa  
productive chain  
implemented.





# RESULT 1

Increased knowledge and awareness about workers' rights in the cocoa productive chain



## PRODUCT 1.1

Communication campaign on workers' rights developed and delivered to farmers, middlemen, sharecroppers, private sector and consumers.



## PRODUCT 1.2

Civil society organizations and social assistance managers at the main cocoa growing municipalities able to identify child labour situations and social vulnerability, monitor case reports and remediate cases of labour law violations.



## PRODUCT 1.3

Dialogue among relevant social agents to initiate discussions on the advancements needed toward the promotion of decent labour in the supply chain.



# PRODUCT 1.1

**Communication campaign on workers' rights developed and delivered to farmers, middlemen, sharecroppers, private sector and consumers**

**Activity 1.1.1:** Deepen diagnoses to better understand regional challenges, including the identification of the productive chain flowchart in the location;

**Activity 1.1.2:** Profiling the campaign's target audience in the priority states to subsidize the creation of a communication strategy;

**Activity 1.1.3:** Produce easy-to-assimilate materials to target audiences;

**Activity 1.1.4:** Deploy campaign (preferably in partnership with agricultural cooperatives and rural unions);

**Activity 1.1.5:** Identify good and/or smart practices in the productive chain and disseminate them.





# PRODUCT 1.2

**Civil society organizations and social assistance managers at the main cocoa growing municipalities able to identify child labour situations and social vulnerability, monitor case reports and remediate cases of labour law violations**

**Activity 1.2.1:** Map the key actors to receive specific training related to the matter/themes;

**Activity 1.2.2:** Create awareness-raising measures/sessions for unions, federations, participative councils, social assistance managers, middlemen and NGOs to identify analogous-to-slave-labour and child labour;

**Activity 1.2.3:** Promote the use of Sistema Ipê\* as a reporting channel for analogous-to-slave-work.

\*Sistema Ipê is a reporting channel (similar to a tip line) maintained by the Brazilian Labor Inspection System and focused on reports of analogous-to-slave-work.







# PRODUCT 1.3

**Dialogue among relevant social agents to initiate discussions on the advancements needed toward the promotion of decent work in the supply chain**

**Activity 1.3.1:** Stablish a national multi-participatory CACAU 2030 Working Group (WG) for better chain articulation;

**Activity 1.3.2:** Stablish state multi-participatory CACAU 2030 Working Groups;

**Activity 1.3.3:** Define an Action Plan for CACAU 2030 WG nationwide, and adapt it to state contexts;

**Activity 1.3.4:** Define governance models for the Working Groups.







## RESULT 2

**Public power in municipalities strengthened to promote decent labor  
and keep children in school**



### PRODUCT 2.1

Main cocoa farming municipalities implement strategic actions to strengthen the Program for the Elimination of Child Labour (PETI).



### PRODUCT 2.2

Public school employees trained in the main cocoa municipalities.



### PRODUCT 2.3

Access to full-time schools fostered in the main cocoa growing municipalities.



### PRODUCT 2.4

Opportunities of professional apprenticeship promoted in selected municipalities.



# RESULT 2

Public power in municipalities strengthened to promote decent labor and keep children in school



## PRODUCT 2.5

Dialogue promoted with local and state governments to improve infrastructure and road conditions (access to schools and transportation of crops), and integrated solutions for social challenges (connectivity, basic sanitation facilities, health system, rural housing, education) encouraged.



## PRODUCT 2.6

Increased tax inspection in the cocoa supply chain.



# PRODUCT 2.1

**Main cocoa farming municipalities implement strategic actions to strengthen the Program for the Elimination of Child Labor (PETI)**

**Activity 2.1.1:** Conduct surveys about the child labour situation in the main cocoa farming municipalities and identify budget for the implementation of the Program for the Elimination of Child Labour (PETI) and other related programs;

**Activity 2.1.2:** Monitor implementation and execution of PETI resources using PETI's Monitoring System (SIMPETI);

**Activity 2.1.3:** Encourage implementation of PETI in the cocoa growing municipalities where it is not in effect;

**Activity 2.1.4:** Promote the elimination of child labour and analogous-to-slave-labour as priorities among Social Assistance Secretariats in cocoa growing municipalities.







# PRODUCT 2.1

**Main cocoa farming municipalities implement strategic actions to strengthen the Program for the Elimination of Child Labour (PETI)**

**Activity 2.1.5:** Strengthen sectoral articulation in municipalities for the implementation of PETI;

**Activity 2.1.6:** Verify PETI status in rural areas and encourage its implementation;

**Activity 2.1.7:** Provide technical support of the Ministry of Citizenship to these municipalities.





# PRODUCT 2.2

## Public school employees trained in the main cocoa municipalities

**Activity 2.2.1:** Survey existing methodologies related to the matter and systematize them;

**Activity 2.2.2:** Organize community work and sessions at schools about labour rights, combating child labour and analogous-to-slave work and about the importance of cocoa culture;

**Activity 2.2.3:** Foster the inclusion of these themes in the schools' curricula;

**Activity 2.2.4:** Train educators on labour rights and methodologies to teach & address the issue in the classroom;

**Activity 2.2.5:** Design protocols to refer children or adolescents to the social assistance network once a child labour situation is identified.





## PRODUCT 2.3

### Access to full-time schools fostered in the main cocoa growing municipalities

**Activity 2.3.1:** Involve the Ministry of Education (MEC), municipalities' administration, and the respective municipalities' associations in the cocoa growing states in the implementation of full-time schools;

**Activity 2.3.2:** Provide that schools in rural areas and in cocoa farms have teachers of the local communities;

**Activity 2.3.3:** Adequate the school transportation system to access these schools;

**Activity 2.3.4:** Create a political-pedagogical project for the schools that respect the local knowledge and includes seasonal activities during cocoa harvesting periods.





# PRODUCT 2.3

## Access to full-time schools fostered in the main cocoa growing municipalities

**Activity 2.3.5:** Carry out viability studies on the implementation of full time or part-time schooling in rural areas;

**Activity 2.3.6:** Provide the required adaptations at existing schools to allow the implementation of full time or part-time schooling;

**Activity 2.3.7:** Look for existing structures in the municipalities which could be involved in extra-curricular activities, or create new ones.





# PRODUCT 2.4

## Opportunities of professional apprenticeship promoted in selected municipalities

**Activity 2.4.1:** Encourage implementation of part-time schools using the existing structures;

**Activity 2.4.2:** Survey successful experiences of part-time schooling and promote experience exchanges with the cocoa growing areas;

**Activity 2.4.3:** Identify apprenticeship opportunities within companies based on cocoa growing municipalities;

**Activity 2.4.4:** Raise awareness of local businesses and companies in relation to employment opportunities of apprentices in vulnerability situations.

**Activity 2.4.5:** Encourage the implementation of Apprenticeship Programs and First Job Programs for youngsters (of legal working age).





# PRODUCT 2.5

**Dialogue promoted with local and state governments to improve infrastructure and road conditions (access to schools and transportation of crops), and integrated solutions for social challenges (connectivity, basic sanitation facilities, health system, rural housing, education) encouraged**

**Activity 2.5.1:** Conduct diagnosis about the physical flow of cocoa and verify infrastructure and access problems of growing regions, and possible solutions;

**Activity 2.5.2:** Create a working group to discuss infrastructures, with the participation of the Ministry of Regional Development;

**Activity 2.5.3:** Identify and advocate with state and federal congressmen from the cocoa growing municipality/states for improved communications and budget destination via parliamentary amendments;

**Activity 2.5.4:** Foment new local leadership in the cocoa growing regions in order to raise financial resources.





# PRODUCT 2.6

## Increased tax inspection in the cocoa supply chain

**Activity 2.6.1:** Conduct diagnosis to evaluate possibilities of formalization in the productive chain;

**Activity 2.6.2:** Encourage formalization based on the possibilities found;

**Activity 2.6.3:** Deploy a campaign related on the importance of formalization;

**Activity 2.6.4:** Conduct study to understand the logistics flow, and the financial and tax-related flow of the product;

**Activity 2.6.5:** Present the study about taxation to the Treasury Secretariats of the cocoa growing states and search for solutions;

**Activity 2.6.6:** Assess possibility of using applications that facilitate access to the cocoa farmer's invoice and that could be combined with other incentive mechanisms.





# RESULT 3

Increased productivity and income of the cocoa grower



## PRODUCT 3.1

Training and technical assistance to cocoa growers fostered and expanded



## PRODUCT 3.2

Existing cooperatives trained and strengthened



## PRODUCT 3.3

Acess to credit for growers and cooperatives increased



## PRODUCT 3.4

Initiatives on alternative income streams identified and promoted





# PRODUCT 3.1

## Training and technical assistance to cocoa growers fostered and expanded

**Activity 3.1.1:** Expand training of technicians in order to improve dissemination of knowledge among cocoa growers, partners/sharecroppers and workers;

**Activity 3.1.2:** Formalize cooperation agreements for knowledge and technology exchange between CEPLAC (Cocoa Research and Technical Assistance Commission) and state governments;

**Activity 3.1.3:** Expand the state training programs focused on capacity building and technical assistance in the cocoa chain;

**Activity 3.1.4:** Identify and systematize, in a participatory way, the main good agricultural practices of sustainable cocoa production, and create a baseline sustainability reference document ("curriculum") for the chain.





# PRODUCT 3.1

## Training and technical assistance to cocoa growers fostered and expanded

**Activity 3.1.5:** Create new models, or alternatives, of Technical Assistance and Rural Extension (ATER) in cocoa;

**Activity 3.1.6:** Expand technical assistance to cocoa growers through cooperatives and associations;

**Activity 3.1.7:** Map and systematize data (entities, regions, quantity) related to training and technical assistance to cocoa growers.





# PRODUCT 3.2

## Existing cooperatives trained and strengthened

**Activity 3.2.1:** Organize training and capacity building sessions to strengthen cooperatives and associations of cocoa growers;

**Activity 3.2.2:** Improve the governance structure of cooperatives and associations and define business plans according to each reality;

**Activity 3.2.3:** Foster the participation of cocoa growers and sharecroppers in cooperatives and associations;

**Activity 3.2.4:** Encourage the diversification of initiatives for alternative income streams within the cooperatives.





# PRODUCT 3.3

**Access to credit for growers and cooperatives increased**

**Activity 3.3.1:** Expand public-private partnerships in order to prospect alternatives to access rural credit;

**Activity 3.3.2:** Raise awareness among banks in relation to the economic viability of cocoa production and agroforestry systems;

**Activity 3.3.3:** Support cocoa growers so they can meet the requirements defined by banks to access credit;

**Activity 3.3.4:** Foster the participation of other actors (cooperatives, financial agents, associations, etc) as facilitators of access to credit.





# PRODUCT 3.4

## Initiatives on alternative income streams identified and promoted

**Activity 3.4.1:** Identify and promote alternative income stream initiatives in the cocoa productive chain;

**Activity 3.4.2:** Foster good agricultural practices (harvesting and post-harvesting) at farm-level to improve cocoa quality;

**Activity 3.4.3:** Promote agroforestry systems and diversification;

**Activity 3.4.4:** Identify possible alternative income streams for the cocoa household (family members) and foster professional qualification courses, including incentives to rural tourism.





# RESULT 4

## Monitoring of working conditions in the cocoa productive chain implemented



### PRODUCT 4.1

Dialogue and training promoted with relevant chain actors to develop traceability and monitoring abilities.



### PRODUCT 4.2

Efforts made to foster direct cocoa purchases by companies.



### PRODUCT 4.3

Traceability mechanism created and implemented in the cocoa productive chain.



### PRODUCT 4.4

Environmental and social sustainability criteria included as requirements for National Cocoa Quality Competition.





# PRODUCT 4.1

**Dialogue and training promoted with relevant chain actors to develop traceability and monitoring habilities**

**Activity 4.1.1:** Train actors who are close to the cocoa grower in order to promote traceability mechanisms.

**Activity 4.1.2:** Create a certification seal for sustainable cocoa production (state-level, public-standard), based on the validation of a baseline sustainability criteria by the chain;

**Activity 4.1.3:** Encourage a multi-participatory Sectoral Pact for the Promotion of Decent Work in the cocoa productive chain.





# PRODUCT 4.2

**Efforts made to foster direct cocoa purchases by companies**

**Activity 4.2.1:** Foster the establishment of new warehouses/trading posts for direct purchases of cocoa;

**Activity 4.2.2:** Monitor and report, on an annual basis, the evolution of direct cocoa purchases by the processing/grinding companies from growers (share of total purchases).





# PRODUCT 4.3

## Traceability mechanism created and implemented in the cocoa productive chain

**Activity 4.3.1:** Conduct study to understand the bottlenecks of traceability in cocoa and how to solve them;

**Activity 4.3.2:** Create traceability mechanism able to identify social risks and vulnerabilities related to analogous-to-slave work and child labor in the cocoa productive chain;

**Activity 4.3.3:** Improve and expand competitive traceability mechanisms of cocoa buyers (companies);

**Activity 4.3.4:** Raise awareness among middlemen about the implementation of traceability mechanisms.

Obs.: Mecanismos de monitoramento e rastreabilidade devem vir acompanhados de ações de remediação (caso irregularidade sejam identificadas), para que sejam efetivos. Tais ações devem ser planejadas conforme se aprofundem as discussões no tema e se detalhem os Produtos destas Diretrizes Estratégicas.





# PRODUCT 4.4

**Environmental and social sustainability criteria included as requirements for National Cocoa Quality Competition**

**Activity 4.4.1:** Present proposal to CIC (Cocoa Innovation Center) and to CEPLAC (Cocoa Research and Technical Assistance Commission) regarding the inclusion of baseline sustainability criteria in the National Cocoa Quality Competition requirements;

**Activity 4.4.2:** Encourage the inclusion of sustainability criteria in state and local cocoa quality contests.







## CONTACT INFORMATION

**FERNANDA CARVALHO**

NATIONAL PROJECT OFFICER  
ILO BRAZIL

[carvalho@ilo.org](mailto:carvalho@ilo.org)

**PÂMELA BOTELHO**

COCOACTION BRASIL

[pamelabotelho@peamarketing.com.br](mailto:pamelabotelho@peamarketing.com.br)



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