

## **COCOA LIFE PROJECT**

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**MONDELEZ INTERNATIONAL COCOA LIFE PROGRAM**

## BACKGROUND AND PROJECT GOAL

The Mondelez International Cocoa Life Program was launched in 2012 and builds on the Cadbury Cocoa Partnership that was established in 2008.

The goal of the program is to Cocoa Life wants to create empowered and thriving cocoa farming communities through the sustainable production of Cocoa. Since its inception, World Vision Ghana has been a key implementing partner of the project. So far, 59 cocoa growing communities in 2 districts (Fanteakwa and Wassa East) under WV's operational area, have benefitted from various interventions under the project. The program mainly aims to increase cocoa yields, enhance thriving communities, improve livelihoods of farmers, empower the youth and enhance environmental sustainability in cocoa growing areas.

## THEMATIC AREAS/PILLARS

Cocoa Life is an integrated approach with five focus areas namely; farming, community, livelihoods, youth and environment.

### *Farming:*

Under this focus area, the project seeks to enhance cocoa productivity by increasing net incomes derived from cocoa production. COCOBOD provides farmers with up-to-date information on good agronomy practices and efficient farming techniques.

### *Community:*

Cocoa Life provides business management and leadership training support to women to empower them and enable them participate actively in decision making processes. The project also supports men and



women to work together to transform their communities by developing action plans that can bring about changes to the communities in which they live.

### **Livelihoods:**

Cocoa Life supports farming communities to create new entrepreneurial businesses in sectors complementary or different than cocoa. Community members are provided with alternative livelihood skills and opportunities such as soap making, grain processing, batik / tie & dye, palm oil processing and petty trade.

The project also support improved access to micro-finance through the implementation of Savings Group and Loan schemes, training on financial literacy and effective book keeping, thus enabling farmers to better manage their businesses and increase other income beside cocoa.

### **Youth:**

Cocoa Life supports the empowerment of young people in cocoa growing communities through school retention and after school programmes. The project emphasizes the need to build the awareness on the importance for children to attend school classes and to create alternatives to avoid child labor.

### **Environment:**

Cocoa Life through the UNDP / Environmental Sustainability project provides training and support to farmers on environmentally friendly and sustainable farming practices. The project also provides support for forest conservation and sustainable ecosystem management in cocoa growing communities.



## Key achievements so far

- Formation of cocoa farmer societies in 44 communities. All societies are registered by the Department of Co-operatives
- Certification of district cocoa farmers union by Fair-trade
- Community Action Committees and Child Protection committees formed and trained in 40 communities
- Construction of teachers residential facilities at Sekyere Abroadzewuram and Sekyere Adiembra.
- Construction of classroom blocks at Atwebesa, Domama Nyamebekyere #2 and Busosu.
- Development of Community Action Plan (CAP) for 44 communities
- Provision of 2,461 solar lanterns for Cocoa Life communities.
- Distribution of 1,500 mosquito bednets to 44 communities.
- Construction of two hand-dug wells at Sekyere Obuase and Domama Nyamebekyere #2.
- Construction of six boreholes at Sekyere Aboaboso, Sekyere Krobo, Sekyere Nsuta, Didiso, Sekyere Adiembra and Domama Nyamebekyere #2
- Promotion of Savings and Loans Group. Savings Group methodology has been promoted in 20 communities, 5 new groups has been formed, and a total amount of US\$1,582 has been saved so far..
- Formation of livelihood groups (gari processors and soap makers) in twelve communities.
- Distribution of 3,801 bicycles to pupils and teachers who commute long distances to schools in CCP communities (2010-2013).
- Installation Of Hydrad Biosand Water Filters in five schools: Sekyere Aboaboso, Sekyere Krobo, Wassa Ektuase, Akotosu, and Domama Nyamebekyere # 2.
- Approximately 1,454 individuals comprised of SMC/PTA and school pupils sensitized on school retention and child labor in all 44 communities.

### Contact:

Thelma Orleans Thompson  
Project Manager - Cocoa Life  
Phone: +233 (0) 302 227 216 / +233 (0) 208 177 525  
Email:Thelma\_Thompson@wvi.org