

IMPACT OF COCOA SUSTAINABILITY INVESTMENTS

Mondelez

GAME CHANGERS



The Challenge

Cocoa Life is Mondelez International's global cocoa sustainability program which aims to tackle the complex challenges that cocoa farmers face including climate change, gender inequality, poverty and child labour. By 2025, all Mondelez International's chocolate brands will source their cocoa through Cocoa Life, so it is essential that the impact of the program be measured, verified, and reported on by an independent organisation.

Process & Outputs

Ipsos evaluates Cocoa Life based on the program's global Key Performance Indicators (KPIs). Impact assessments are based on a longitudinal panel study that is statistically representative of Cocoa Life participants. The panel includes community leaders, community members, cocoa farmers, co-ops, and other Cocoa Life program stakeholders. Ipsos produces a yearly report for each country of origin: Ghana, Cote d'Ivoire, Indonesia, Dominican Republic, India and Brazil.

The Results

Mondelez International released Cocoa Life's 2018 Annual Report which, thanks to Ipsos data, could show positive results from the first six years of the program's implementation: e.g. Cocoa Life farm yields are typically above national averages (+15% in Ghana vs. non-Cocoa Life farms); Savings and loans groups are increasing community members' savings buffers (+24% in Ghana). Currently, Mondelez International sources 43% of its cocoa needs for its chocolate brands through Cocoa Life. The company intends to include Toblerone and Lacta Milka, Côte d'Or and Cadbury Dairy Milk chocolate brands in the program by 2025.

Do you want to know more?

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