



TACKLING CHILD LABOUR IN THE COCOA SECTOR IN GHANA

Solving the problem of child labour in the cocoa industry by establishing fair and sustainable chocolate business models and consumption

COLLABORATION WITH COMMUNITIES: SMILE GHANA PROJECT



The SMILE Ghana Project began in 2009, in partnership with local NGO CRADA, in the Atwima Mponua district of the Ashanti region in Ghana. Overall the project operated in 10 communities, representing a population of 8,500 people (including 4,500 children), with activities still ongoing in two of the communities in the Ahafo region, Asnafo South district. The project's mission was to protect local children from hazardous labour and safeguard their rights both immediately and in the long-term. It primarily aimed to achieve this by mobilising local resources to establish sustainable and independent safeguarding procedures, and by improving the lives of the community as a whole. This multi-pronged approach entailed a program of capacity building activities and formed the foundations of ACE's vision of the concept of a "Child Labour Free Zone" (CLFZ). This did not necessarily mean an area with zero instances of child labour, but rather signified a community in which such sustainable and efficient child protection systems are in place at the local level, that community institutions are able to monitor child labour on a daily basis, and solve problems when they occur.

MAIN PROJECT ACTIVITIES

- Setting up Community Child Protection Committees (CCPC) in charge of child labour monitoring systems. Members are trained to visit families of pre-schoolers, and offer consultations to solve any issues impeding a child's enrollment in school. Committees meet regularly to discuss the effectiveness of measures and exchange information
- Distribution of school supplies to children in vulnerable families
- Improvement of the state education environment and facilities
- Setting up Farmer Business Schools which provide training for farmers on best agricultural practices
- Building partnerships with local government institutions to improve the social welfare system of children and community members

MAJOR ACHIEVEMENTS 2009- PRESENT

- 527 children rescued and enrolled in schools
- More than 95% school enrolment and improved school attendance (currently approximately 90%)
- Improved academic performance on BECE (standardised national examinations)
- Approximately 70 CPCC members mobilised and monitoring systems functioning
- 20-30% increase in cocoa yield (up to threefold increase)
- improvements in family financing and management

COLLABORATION WITH THE GOVERNMENT: CHILD LABOUR FREE ZONES (CLFZ)



Having learnt many lessons from our experiences throughout the SMILE Ghana Project and the successful creation of several CLFZs, we sought to scale up the operation to national level by collaborating with the Ghanaian government. We held ongoing discussions with the Ghanaian Ministry of Employment and Labour and Trade Unions to decide on the best definitions, standards and methods of examination of the CLFZ system that would allow it to become a national framework. These discussions and resulting guidelines form part of the government's National Plan of Action Phase 2 (NPA2) to eliminate the worst forms of child labour. Building on the gains of Phase 1 (2009-2015), it aims to use the best practices and key lessons learnt from a range of stakeholders, to address the challenge of child labour in a more effective and sustainable way.

ACE

USING THE POWER OF CROSS-SECTOR COLLABORATION

CORPORATE COLLABORATIONS

EXAMPLES OF OUR PARTNERSHIPS



SINCE 2011, DONATIONS FROM MORINAGA'S "1 CHOCO FOR 1 SMILE" CAMPAIGN HAVE HELPED FUND OUR PROJECTS IN GHANA. 1 JAPANESE YEN PER BOX OF SELECTED CHOCOLATES SOLD IN A CAMPAIGN MONTH IS DONATED. MORINAGA ALSO PRODUCED SEVERAL CHOCOLATE PRODUCTS USING CACAO FROM OUR SMILE COMMUNITIES SINCE 2013.

PALET D'OR CHOCOLATIER
BEST CONFECTIONARY SUPPLIER
CHOCOLATIER
PALET D'OR

IN 2014, CHOCOLATIER SHUNSUKE SAEGUSA OPENED A 'BEAN TO BAR' CHOCOLATE WORKSHOP, "ARTISAN PALET D'OR", AND USED CACAO BEANS FROM OUR SMILE COMMUNITIES TO PRODUCE BONBON CHOCOLAT AND BEAN-TO-BAR CHOCOLATE FOR THEIR "GHANA SMILE CACAO PREMIUM SERIES". DONATIONS OF 200 YEN PER PACKAGE ARE GENERATED FROM THE SALES WHICH GO TOWARD ACE'S PROJECTS IN GHANA.



TACHIBANA HAS HELPED TO SET UP FAIRTRADE SYSTEMS TO SUPPORT COCOA FARMERS AND WORKS WITH LOCAL BUSINESS IN SIERRA LEONE, GHANA AND OTHER COCOA-PRODUCING COUNTRIES. THEY WORK WITH ACE TO IMPORT CHILD LABOUR FREE COCOA THAT IS CERTIFIED AS FAIRTRADE FROM SMILE COMMUNITIES IN GHANA AND SELLS THEM TO VARIOUS CHOCOLATE BRANDS.

ACE is a Japanese NGO established in 1997 whose vision is to create a world where every child can enjoy their rights. Our focus is to solve the issue of child labour by mobilising governments, corporations, general citizens and other stakeholders. There are an estimated 152 million child labourers worldwide, and almost half of them - 73 million - work in hazardous labour conditions (ILO). Since 70% of child labourers work in agriculture, we focus on industries such as cocoa in West Africa and cotton in India. We operate in Japan, India, and Ghana. We implement projects in cocoa and cotton production areas to prevent child labour at field level while also working with private corporations to produce "Child Labour Free" chocolate by providing cocoa from our project areas. We also engage in consumer education in Japan.

Child Labour Free Chocolate Business Model



The SMILE Ghana Project was funded by individuals and corporate donations which were accumulated via the sales of chocolates. For example, two of our major supporters, Japanese chocolate giant Morinaga and Ferrisimo's, have significantly helped fund this project through their cause-related campaigns such as the "1 Choco for 1 Smile" campaign and "LOVE & THANKS" Fund respectively. We believe that the implementation and success of the CLFZ system requires the power of cross-sector collaboration. Since the inception of the SMILE Ghana Project in 2009, we have been collaborating with the project communities to produce "Child Labour Free" cocoa. We then work with private corporations to promote the production and sale of "Child Labour Free" cocoa and chocolate in the market.

Since 2013, we have been collaborating with corporations signalling the creation of a new business model in which Japanese corporations purchase socially-responsible cocoa, consumers buy chocolate and support cocoa-growing communities, and in return the company reinvests even more in the cocoa-growing communities to solve child labour. collaboration with Japanese trading company Tachibana & Co., Ltd. As of March 2019, we have collaborated with 21 corporations and incorporated 80 products into our various campaigns.

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