



‘Equal Trade Chocolate Tastes Better’ Campaign

A holistic approach to effectively combat farmer poverty, child labor, gender inequality, and environmental degradation in the cacao value chain



**Stakeholders Roundtable
Accra, Ghana
November 2024**

Introduction to the Campaign:

The "Equal Trade Chocolate Tastes Better" campaign is a dual-nation initiative aimed at transforming the cocoa value chain in both Ghana and the Netherlands by advocating for the adoption of Equal Trade Economic Model. **This innovative model ensures that Ghanaian cocoa producers receive a rightful share of the financial benefits from chocolate production, surpassing traditional economic models based on buyer-supplier relationships or incentive programs like fair trade and the living income model.** The primary goals of the campaign are:

- Promote the widespread adoption of Equal Trade Economic Model within **Ghana national trade policies**, and among cocoa producers, manufacturers, and retailers.
- Raise awareness among consumers about the benefits of choosing Equal Trade chocolate, highlighting its ethical sourcing.
- Enhance the market presence of Equal Trade chocolate in the Netherlands, creating a demand-driven incentive for ethical practices.
- Foster collaborations with Civil Society Organizations (CSOs), NGOs, industry stakeholders, and governments to ensure the campaign's success and sustainability.

By incorporating revenue-sharing principles, the Equal Trade model seeks to rectify long-standing inequities in the cocoa industry, empower producers, and support long-term economic stability in cocoa-producing communities.

Objectives of the Roundtable:

- Engage CSOs, NGOs, Academics, and Political Parties from Ghana and the Netherlands.
- Build a broad coalition of support for the Equal Trade Certification.
- Foster collaboration and shared goals among diverse stakeholders.

Potential Participants:

- **Cocoa Producers:** Representatives from farmers' cooperatives in the seven cocoa production regions.
- **Youth:** Student representatives and representatives from various youth organizations.
- **Civil Society Organizations (CSOs):** Groups advocating for social, climate, and economic justice.
- **Academics:** Researchers and educators from universities and research institutions.

- **International NGOs:** Organizations working on fair trade, social and climate justice, and economic development.
- **Politicians:** Government officials and policymakers who can influence national trade policies and support equitable trade practices.
- **Media:** Journalists and media outlets to cover and promote the initiative.

Execution:

1. **Introduction to the Campaign and the Equal Trade model:**
 - Host roundtable discussions to introduce the Equal Trade campaign.
2. **Information Sessions:**
 - Provide detailed presentations on the Equal Trade model, its benefits, and the mission of the Equal Trade Civil Societies Alliance.
 - Provide an overview of the technology (Blockchain) that will be employed to implement the Equal Trade Certification.
3. **Collaboration Workshops:**
 - Facilitate workshops to develop joint strategies and actions for promoting the Equal Trade model.
4. **Membership Drive:**
 - Encourage participants to join the Equal Trade Civil Societies Alliance to strengthen the network and collective impact.

Expected Outcomes:

- Enhanced understanding of the Equal Trade Chocolate Tastes Better initiative and its potential impact on Ghanaian cocoa producers.
- Identification of key challenges and opportunities in implementing Equal Trade model within the Ghanaian cocoa value chain.
- Commitments from stakeholders to support and actively participate in advancing the initiative's objectives.
- Creation of the Equal Trade Cocoa Taskforce Ghana.

Next Steps: Following the Equal Trade Cocoa Roundtable Accra 2024, the Equal Trade Civil Societies Alliance will continue to mobilize stakeholders, advocate for policy changes, and promote consumer awareness. Collaborative efforts will be crucial in driving sustainable improvements in the chocolate industry, ensuring fair treatment of producers, and promoting ethical sourcing practices.

Contact

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