



## Press release

Zürich, 23. Januar 2018

### **Joint forces for a sustainable and attractive cocoa sector**

**Today, actors from the entire Swiss cocoa industry have joined forces to form the Swiss Platform for Sustainable Cocoa. The members of the Cocoa Platform are actively working together to strengthen the sustainability of the cocoa value chain.**

Today, 41 actors from the Swiss cocoa industry have joined forces to form the independent Swiss Platform for Sustainable Cocoa. The new association promotes sustainability in the cocoa sector. Founding members include the industry association CHOCOSUISSE, manufacturers, importers and distributors of cocoa-containing products, Swiss retailers, the State Secretariat for Economic Affairs (SECO), non-profit organizations and research institutions. "The joint initiative of the private sector, public sector, civil society and research institutes is an important step on the road to a sustainable cocoa value chain," says Ernst A. Brugger, President of the Cocoa Platform.

#### **Target: 80% sustainable cocoa**

The members of the cocoa platform have set themselves an ambitious, binding goal: "By 2025, at least 80% of the cocoa-containing products imported into Switzerland come from sustainable production," says Walter Anderau, former President of the industry association CHOCOSUISSE. "This includes cocoa beans, cocoa mass, butter and powder, as well as imported finished products. And it demands that cocoa be cultivated socially, ecologically as well as economically. "In the longer term, the entire physical flow of imported cocoa-containing products to Switzerland is to be based on sustainable production".

#### **Joint sustainability projects**

To achieve this goal, the cocoa platform promotes joint projects with measurable impact. "With the newly founded association, the efforts of the private sector, the public sector, civil society and research institutions for sustainable cocoa will be networked and strengthened," says Esther Haldimann, head of the Helvetas Advisory Service and representative of the NGO sector in the newly elected board. «The platform uses the expertise of its members to develop and implement innovative solutions. This cooperation strengthens synergies and enables a greater impact. »

### **Achieve measurable improvements**

The cocoa platform wants to achieve measurable improvements in a timely manner. Therefore, it focuses its activities on the areas in which its members have great experience and can make a contribution worldwide. It has already begun to develop solutions to a number of key issues in working groups.

### **A contribution to the UN Sustainable Development Goals**

With its initiative for a sustainable cocoa sector, the cocoa platform, which was launched in June 2017, aims to contribute to the sustainability goals pursued by the UN member states and also by Switzerland. "As part of the Global Agenda 2030, the new initiative can help to improve the living conditions of people in developing countries and to preserve their subsistence," says SECO Director Marie-Gabrielle Ineichen-Fleisch. "An important asset of the cocoa platform is that it provides a framework for closer cooperation between the private sector and the public sector. Thus, the economic development cooperation that we are able to achieve in various cocoa-producing countries can have more impact. »

### **Strong international networking**

The cocoa platform is committed to a close cooperation with all major players in the global cocoa sector. It promotes the dialogue with local authorities and organizations in the producing countries and coordinates their measures with international and national initiatives. The cocoa platform took another important step towards international networking on 19 January 2018 at the Internationale Grüne Woche in Berlin, where representatives of the initiatives for sustainable cocoa from Germany, France, the Netherlands and Switzerland agreed on a close cooperation. The Swiss Platform for Sustainable Cocoa and the German Initiative on Sustainable Cocoa have signed a Memorandum of Understanding on the occasion of the opening event in order to intensify their cooperation.

### **The members of the Swiss Platform for Sustainable Cocoa:**

The current directory at [www.kakaoplattform.ch/kakaoplattform/mitglieder](http://www.kakaoplattform.ch/kakaoplattform/mitglieder)

**For further information:**

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