Cocoa is a commodity that is linked to significant environmental and social sustainability challenges that could ultimately lead to disruption of global supply. These issues cannot be solved by any one company or other stakeholder in the cocoa value chain alone. The CHOCOTHON initiative in Ghana aims to empower and connect cocoa farmers and create new opportunities for them and other value chain stakeholders in cocoa production and to reduce supply disruption risks.

The CHOCOTHON initiative promotes a shared-value platform for sustainable cocoa supply chains. Joining together the words ‘chocolate’ and ‘hackathon,’ this is an event in which computer programmers and others involved in software development, including graphic designers, interface designers and project managers collaborate intensively on software innovation projects.

The CHOCOTHON is based on a partnership between the Trade for Sustainable Development (T4SD) project of the International Trade Centre (ITC) and the Google Food Lab (GFL) and its supporters Googlers Give Global Leadership Program, Business School Lausanne (BSL), Future Food Institute, Crowdfunding platform, Nestlé and Barry Callebaut. These partners would now like to join forces with as many other relevant companies/institutions linked to the cocoa value chain as possible.

For more information, please send an email to cabrera@intracen.org.

A detailed CHOCOTHON PROGRAMME follows on the next two pages.
I. SHARE KNOWLEDGE

WHERE: IMPACT HUB – Accra, Ghana
WHEN: 18-20 January 2017

DAY I: “Current Situation of Cocoa Farming Practices in Ghana” and “Sustainable Market Requirements for Ghanaian Cocoa from the Buyer Perspective”

DAY II: Trade for Sustainable Development (T4SD) from the International Trade Centre (ITC) delivers the Training of Trainers (ToT) on the use of T4SD tools applied to international markets and sustainability of the cocoa sector in Ghana

DAY III: Tech solutions already available to include Ghanaian cocoa farmers in the supply chain

II. CONNECT STAKEHOLDERS: CHOCOTHON

WHERE: IMPACT HUB - Accra, Ghana
WHEN: 21-22 January 2017

DAY I & DAY II: Hackathon

III. EMPOWER PRODUCERS: TRAINING OF TRAINERS & REPLICATION OF TRAININGS

WHERE: Kumasi, Ghana
WHEN: 21-23 January 2017

DAY I: TRAINING OF TRAINERS

35 representatives and technicians from cocoa cooperatives are trained on sustainable market analysis tools applied to the cocoa sector in Ghana.

DAY II & DAY III: REPLICATION OF TRAININGS FOR COCOA FARMERS
(GROUPS I, II, III and IV)

Four groups of five trainers - already trained during the first day - will replicate the training for four groups of cocoa producers (e.g. their own cooperative members).
THE CHOCOTHON’S OBJECTIVES

Although the immediate aim of the CHOCOTHON is to identify software/low tech solutions to reduce sustainability challenges, the innovative and collaborative initiative also has several other objectives:

- SHARE knowledge. Organize crowdsourcing experiences, share technical expertise and develop approaches to identifying and overcoming potential obstacles to achieving the platform imperative: *Shared value within sustainable cocoa supply chains*. Conferences, workshops and meetings will allow an exchange of ideas and identification of challenges as well as coordination of development and implementation of solutions that will benefit the platform members. The first of them is a “Training of Trainers – ToT,” to be delivered in parallel to the CHOCOTHON by the International Trade Centre in Accra and Kumasi, Ghana.

- CONNECT stakeholders. Bring actors together using cutting edge technology to develop global public online tools and offline solutions such as applications that tackle obstacles to connecting upstream-to-downstream actors in the cocoa supply chain.

- EMPOWER producers. The voices of cocoa farmers need to be heard and their interests taken into account. This is a key success factor for companies that wish to secure a network of technically knowledgeable and empowered farmers to supply them with sustainable cocoa. The platform will build trust along the cocoa supply chain by helping to identify suitable farmer profiles for sustainable cocoa production. It will also help farmers to tackle the problems they face by developing customized training and tools that contribute to solving the sustainability challenges they are experiencing.