



## ii2030 regenerative cocoa - Scaling Regenerative Agricultural Practices in Cocoa Farming

### Partnership Proposal to the Swiss Platform for Sustainable Cocoa

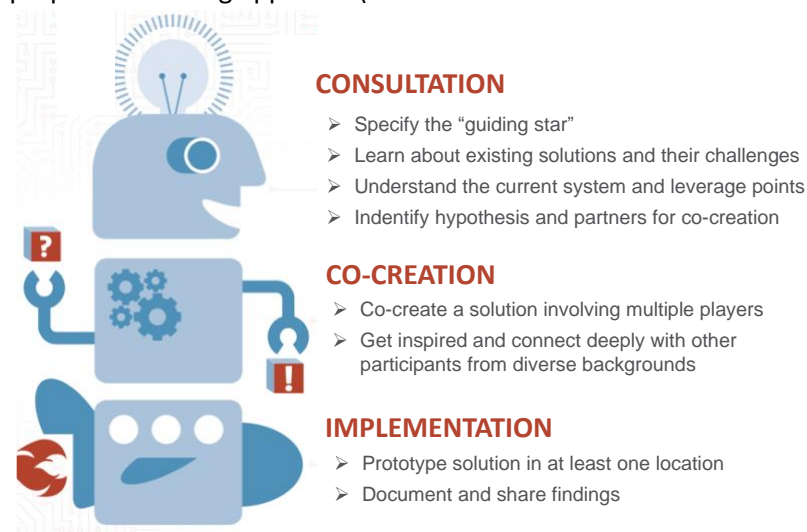
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#### About Endeava

Endeava enables inclusive system innovations. We support partners from all sectors to create systems that serve people and planet, and to transform their own role towards these future systems. We provide the expertise, network, and methodologies to go from discovery to design and co-creation. Achieving positive impact at scale for our partners and low-income people is our guiding star.

#### About ii2030

[ii2030](#) is our methodology to catalyse system change for achieving development objectives. First implemented in 2017, it has proven effective in bringing key stakeholders together to co-design solutions involving multiple players and prototype them in a specific context. More than three quarters of participants felt that ii2030 was effective in catalysing system change initiatives, and were planning to be part of their implementation. Up to now, ii2030 has led to two pilot tests, several bilateral partnerships and 4 partnership proposals awaiting approval. (More detail on results is available on the last page).



ii2030 proceeds in three steps, as shown in the figure on the left. The process starts with a **consultation phase**, to identify the core topics and partners. We will invite a wide range of potential partners to provide input, including cocoa traders and buyers, providers of products and services for farmers, research partners and government representatives. Together, they will create a system map and identify leverage points for scale. During the **co-creation** workshops, core stakeholders

develop a solution. We will select a small group of up to 12 organizations to design interventions. This solution is then **implemented** by 2-3 lead partners with prototype(s), with support from others as needed, and findings are documented. We will facilitate collaboration of the partnerships and monitor progress.

The main objective of ii2030 is to generate cross-sector partnerships that can tackle complex challenges. These challenges typically include coordination between multiple players from different backgrounds (e.g. international corporates, donors, NGOs, start-ups, local enterprises). If the prototype proves the potential, it can be further developed and scaled up by the partners. It may also be replicated by others.



## Scaling Regenerative Cocoa

### What is Regenerative Agriculture?

Regenerative agriculture is not a new idea, but has recently gained momentum, mainly due to accelerating global environmental issues like biodiversity loss, water scarcity and the impacts of climate change. The aim of regenerative agriculture is to regenerate the health, vitality, and evolutionary capability of whole living systems ([Soloview/Landua](#)). While there is no single definition of what regenerative agriculture means, it can be described through its principles and practices (for a list of practices, see ,e.g., [Project Drawdown](#)). In short, regenerative agriculture means reversing the harm done to our natural ecosystems and embracing agricultural practices that leave the land in better shape for future generations.

### What is the status of Regenerative Agriculture in cocoa farming?

The cocoa sector suffers under pertinent issues such as spreading pests and diseases on (monoculture) cocoa farms or the effects of deforestation and climate change. Many actors consider regenerative agricultural practices as part of the solution. While certain practices are being tested (e.g. biochar, agroforestry, crop diversification) and more holistic approaches receive some support (e.g. dynamic agroforestry), these “innovations” cover only a very small portion of land managed under cocoa.

Scaling regenerative practices in cocoa farming is complicated by multiple factors:

- Lack of know-how and capabilities to implement regenerative practices in the cocoa origins
- Access to seedlings/seeds for crop diversification is limited in many locations
- Suitable tools and equipment for regenerative farm management are missing
- Financing required in the beginning of the transition to regenerative practices is usually not available

### What is needed to scale up Regenerative Cocoa?

- **Mindset.** There is a shared understanding in the cocoa sector (incl. farmers, traders, product & service providers, chocolate makers, retailers, consumers, ministries and relevant departments in producing and consuming countries) that regenerative practices represent the future of cocoa farming.
- **Training and coaching.** Farmers have access to relevant knowledge, training and ongoing coaching. The methods are cost-effective, targeted and scalable.
- **Equipment, inputs & planting material.** Farmers have access to necessary equipment, inputs and planting material to transform their farms to regenerative agriculture. Products and services are designed to support the transition.
- **Finance.** Financial instruments are available for the different actors, smoothening the transition to regenerative cocoa farming and providing incentives to transform. The creation of natural capital is valued and compensated.
- **Technology.** Digital solutions provide the means to reach scale at lower costs and faster.

### How can we get there?

The project is divided in two parts. The **first part** consists of a **consultation phase** (step 1 of the ii2030 approach), which is kept at a broad and more general level to benefit a wide range of members and objectives of the [Swiss Platform for Sustainable Cocoa](#). An online information event will be followed by an open consultation phase, which will determine the key leverage points to focus on. The outcome will be a findings summary report/presentation, which outlines existing solutions and their challenges, an overview of the current system and leverage points to scale regenerative cocoa, and identifies hypothesis and potential partners for the co-creation of solutions for the different leverage points. Given the importance of smallholder farmers in global cocoa production, and the relevance of Ghana as cocoa origin for Swiss companies, the consultation phase will be focused on Ghanaian smallholder farmers.

For the **second part**, HALBA committed to **co-create and implement** solutions to **scale up the transition to Dynamic Agroforestry Systems for members of the cocoa cooperative Kuapa Kokoo Farmer Union (KKFU) in Ghana**. With their approximately 100,000 smallholder farmer members (3ha of cocoa farm in average), KKFU is the largest cocoa producer cooperative worldwide. Currently, KKFU is working with [HALBA](#) to pilot the transition to Dynamic Agroforestry Systems in the [Sankofa](#) project. While the pilot is successful, KKFU needs to create efficient and effective structures and systems for capacity building, communication and



adaptation along the way. The project therefore aims to bring additional stakeholders on board to provide relevant insights, resources and solutions. Based on the insights from the consultation phase, we will curate the co-creation phase (step 2 of the ii2030 approach), with a group of up to 12 stakeholders to design collaborative solutions. A smaller group consisting of HALBA, KKFU and potentially 1-2 additional implementation partners (still TBD during the co-creation phase) then implement and prototype the solutions. If necessary and possible, the co-creation phase will take place in Kumasi, Ghana.

After the first part (consultation), any other interested member (or group of members) of the Swiss Platform for Sustainable can also request a continuation (co-creation, implementation) to find solutions to other specific leverage points. These costs are not covered by this proposal.

### Who should participate in the consultation phase?

- Interested members of the Swiss Platform for Sustainable Cocoa
- (Lead) farmers, extensionists and other relevant representatives of farmers
- Organizations that provide products and services to farmers in Ghana
- Institutional organizations with relevance for the development of the Ghanaian cocoa sector (i.e. Cocobod, CRIG)

### Process

The ii2030 process proceeds in three steps, with a set-up phase at the beginning of the process. The table below specifies timeline, activities and outputs for each step.

	Part 1: Swiss Platform for Sustainable Cocoa		Part 2: HALBA & partners	
	(0) Set-up	Step 1: Consultation	Step 2: Co-Creation	Step 3: Prototyping implementation
<b>Timeline<sup>1</sup></b>	Month 1-2	Month 3-4	Month 5-6	Month 7-
<b>Activities</b>	Concept development  Information event for members of the Swiss Platform for Sustainable Cocoa	<ul style="list-style-type: none"> <li>• List of potential participants</li> <li>• Interviews with up to 10 selected participants to shape hypothesis</li> <li>• 2 webinars to map the system and identify leverage points</li> </ul>	<ul style="list-style-type: none"> <li>• Update methodology, prepare materials and brief participants</li> <li>• Run 3 co-creation workshop sessions of 3 hours each (one track)</li> <li>• Document results and define action plan</li> </ul>	Implementation partner(s) implement action plan (Endeva only to engage upon request)
<b>Outputs</b>	Members of the Platform are informed	<ul style="list-style-type: none"> <li>• Findings summary report/presentation with refined hypothesis and key leverage points as basis for track decision</li> <li>• Decision on track(s) and final list of participants</li> </ul>	Documentation of results and action plan	<ul style="list-style-type: none"> <li>• Prototype tested</li> <li>• Insights for scaling up documented by partner(s)</li> <li>• Insights shared in a webinar by partner(s)</li> </ul>

<sup>1</sup> Can also be accelerated if needed.



## Prototyping ideas

During the prototyping, the lead partners will work together with other stakeholders to test the pilot idea(s) resulting from the co-creation phase. Pilot sites will be defined based on the requirements of HALBA and KKFU. First ideas for potential prototypes could be the following:

- Mobile app to form farmer networks that foster (supplementary) remote coaching and co-learning, and ultimately enable cocoa farmers to support each other in the transition process to regenerative practices
- Apprenticeship/learning centre for young agronomists/lead farmers, which allows the attendants to obtain the required capabilities to train/coach/support cocoa farmers in the transition to regenerative practices

## Roles and responsibilities

The ii2030 tracks are designed and implemented collaboratively.

- **Endeva** is in charge of the overall ii2030 methodology and implementation. They develop the content, steer and coordinate the process, get partners on board, recruit participants, and manage all steps of the process. The main responsible are [Christina Tewes-Gradl](#) (Managing Director) and [Piera Waibel](#) (Associated Expert).
- The [Swiss Platform for Sustainable Cocoa](#) (small grant facility) provides funding for the set-up and consultation phase. [HALBA](#) provides funding for the co-creation phase.
- **HALBA, KKFU** and **others** (TBD in the co-creation phase) lead the implementation of the prototype on the ground as **implementation partners**. They have a clear commitment to take this role at the beginning of the co-creation phase.

## Contact

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