

Report of the working Group on KPIs

Bavaro May 25, 2016

Method used

Worked on the four key areas for which the ICCO is seeking global indicators within the Global Cocoa Agenda :

- Sustainable production
- Sustainable consumption(Healthy growth rate in cocoa & chocolate consumption; Balanced global demand and supply avoiding big surpluses and deficits in global market)
- Sustainable industry chains (Short, transparent and efficient industry chain)
- Strategic management (Comprehensive, Transparent, Inclusive National Cocoa Development Plan;

Main outcomes of the working Group

Sustainable production

Use the key indicators defined and harmonized by CocoaAction in partnership with Le Conseil du Café-Cacao and Cocoa of Côte d'Ivoire and Ghana Cocoa Board as a starting point .

The key indicators are related to :

- Increased use of Good agricultural practices;
- Improved planting material (access);
- Improved fertilizer and soil fertility management practices.

These KPIs harmonized in west Africa could possibly be used as a starting point and be adapted to local challenges in other cocoa producing regions in the world (e.g. considering aspects related to biodiversity, climate change and ecosystem services, pest diseases).

Main outcomes of the working Group (continued)

Sustainable consumption

The following indicators could be explored:

- Demand /supply ratio;
- Demand (price) for sustainable cocoa (e.g. ratio certified production/sales).

Sustainable industry chains (transparency)

The following indicators could be explored:

- % share of the value of the market to the farmers;
- Farm gate price.

Strategic management

- Existence of an effective National Plan (with potentially subnational versions) based on public-private partnerships (platform) with a common work plan and monitoring framework.
- Monitoring framework in the national plans are to be aligned with private initiatives
- Assist and make sure that the National Plans are carried out (i.e. not their outcomes, but more operational do they do what they promise)

Recommendations

- Use the key indicators defined and harmonized by CocoaAction in partnership with Le Conseil du Café-Cacao of Côte d'Ivoire and Ghana Cocoa Board as a starting point ;
- ICCO to identify someone/an organization to assist the ICCO in the development/finalization of the indicators ideally based on existing indicators and ongoing harmonization efforts in the scope of the GCA/ICCO ;
- Keep the number of indicators small; focus on a few core indicators first that are relative easy to align on and measure and represent the direction the Global Cocoa Action seeks;
- Potential organizations that may be candidates for this ownership role would be the Committee on Sustainability Assessment Initiative (COSAI) and the State of Sustainability Initiatives (SSI).
- “Potential organizations that may be candidates for this ownership advisory or technical assistance role would be the Committee on Sustainability Assessment Initiative (COSAI) and the State of Sustainability Initiatives (SSI).

We thank you