Recommendations in one page

PhD thesis title: Cocoa sustainability initiatives and the environment: mapping stakeholder priorities and representations

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✓ Identify different cocoa sustainability stakeholders’ diverse priorities in the socio-economic, environmental and commercial domains to be aware of divergences and tensions (cf. page 11/12)

✓ Use this identification process as an opportunity for engaging and encouraging all stakeholders to voice their own concerns
  ▪ This is a crucial prerequisite to build partnerships on equal footing
  ▪ This can help encourage innovation and ideas from stakeholders who may otherwise feel disempowered

✓ The severity of the challenges in the cocoa sector necessitates outside-the-box thinking

✓ This is also an opportunity: the uncontested nature of the crisis means outside-the-box thinking is necessary and can help question ingrained injustices
  o Promote a living income for all cocoa farmers irrespective of certification status
  o Do away with productivity-maximising, short-termist environmental degradation – given limited production surfaces, we cannot afford to waste any. Consider multiple socio-economic and environmental benefits of diverse cocoa agroforestry systems
  o Rethink what parts of the value chain receive what shares of the price of a chocolate bar: do retail and marketing consuming the vast majority help boost cocoa sustainability, or are they a hindrance?
  o Support greater value capture in the global South through infrastructure/production

✓ Use greater honesty in consumer-facing representations (i.e. commercial communication): share projected shortages to make consumers aware of the situation’s severity. Continuing altruism-based discourse masks the actual severity of the situation – allow consumers to engage with it and make their own contribution through consumption choices

✓ Promote more genuine communication between North and South: hire more staff with language skills permitting immediate exchanges with cocoa producers to increase their participation in public-facing communication and the chocolate production process (material and narrative)

✓ Rethink the premise and scope of certification: Who is it really for? Can the present manifestation of certification deliver the objectives you would define for certification?

✓ Examine the opportunities for national-level binding cocoa standards: safeguarding improved social and environmental production conditions across the board, not only for fragmented certified production sites