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# Catalyst 2020

## Campaign toolkit

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Be fair

## Help End Child Labour this Easter

### The Problem

- 70% of the world's cocoa comes from West Africa, a region that is notorious for the use of child labour on cocoa farms.
- In the 2018 Cocoa Barometer Report, it was reported that approximately 2 million children are working on cocoa plantations in Ghana and Cote d'Ivoire alone
- On some cocoa farms, children as young as 8 are trafficked to harvest cocoa beans in dangerous conditions. Instead of attending school, child labourers work 12-hour days.
- Poverty, cultural norms, and the low-price farmers receive for their cocoa are just some of the key drivers associated with the use of child labour. In 2018, Fairtrade International found that the average daily income of a cocoa farmer in Cote d'Ivoire was just 0.78c, well below what they would need in order to provide for themselves and their families (earn what we call a living wage); and well below what they would need to earn in order to hire adult labourers instead of relying on children.

The consequence of this, is that child labour is an integral part of the process of making so many of favourite chocolate treats, including our chocolate Easter Eggs.

### Scripture

It is sobering to think that child labour may have been used in the production of our Easter eggs. At a time when we remember God's greatest act of love, generosity and compassion, we're so often consuming products which may have been produced by acts of exploitation and abuse.

In Isaiah 65, the prophet Isaiah describes what God's restored world will look like to the people of Israel, a people that were familiar with slavery and exploitation. He points out that in the new heaven and new earth no person will be enslaved, and each will enjoy the fruits of their labour: "They will build houses and dwell in them; they will plant vineyards and eat their fruit. No longer will they build houses and others live in them, or plant and others eat..." (Is 65:21-22).

Exploitation and slavery were not part of God's original plan for the world and will not be a part of the world when it is restored under God's rule.

As Christians living in the time between creation and new creation, we are called to be agents of renewal, and even now, do all in our power to ensure that our fallen world reflects as closely as possible the renewed world that is to come.

## Progress in the Chocolate Industry

The good news is that we are seeing strong commitments across the board when it comes to strengthening systems to mitigate the risks of child labour in the cocoa supply chain. A couple of the highlights include:

- Commitments from a number of major chocolate companies to pay farmers a living income, including commitments to support the Cote d'Ivoire and Ghanaese governments' new Living Income Differential to ensure farmers receive a fair price for their cocoa.
- 3 out of the 6 major chocolate companies have timebound and solid commitments to have Child Labour Monitoring and Remediation Schemes across 100% of their sourced cocoa farms (Nestle, Mondelez and soon, Mars)
- Many companies (including Mars, Lindt, Ferrero and Hershey) now have a goal of sourcing 100% certified cocoa by 2020. (Certification alone does not automatically eradicate child labour in a supply chain but is an important step towards mitigating some of those risks.)

The world's six largest chocolate companies have all made strong commitments to stamp out child labour in the cocoa industry...**now is the time to put it all together and see real change!**

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## Take Action

Brands like Nestle, Haighs and Darrell Lea have all told us that public campaigns (including some of our historical Easter campaigns!) have been a key driver in prompting them to improve their supply chain practices...Now is the time to keep the pressure up!

This Easter, join us in calling on the 6 major chocolate companies to finally follow through on their promise to stamp out child labour in the cocoa industry. To put all the pieces together - all of the promises and commitments - to see real change.

Be Slavery Free have designed a postcard that you can use to send this message to one of the major chocolate companies

- Visit our website <https://baptistworldaid.org.au/action/make-easter-traffik-free/> and order cards for yourself and your community to sign (these will be posted to you)
- Select a company you would like to send your card to (one company per card)
- Write the company name and address on the card
- Tear off the Company list section
- Bundle your signed cards into companies
- Post your bundles to the companies

A postcard template for the 'Be Slavery Free' campaign. The front of the card features a background of chocolate pieces and puzzle pieces. The puzzle pieces are labeled 'Transparency & Traceability', 'Living Income', and 'Child Labour Monitoring & Remediation'. The text on the card reads: 'Tackling Child Labour in the Cocoa Supply Chain' and 'Now it's TIME to put it all together!'. The back of the card has a white background with a dotted line for a tear-off section. The tear-off section lists six chocolate companies with their addresses: Mondelez, Ferrero Australia, Mars Australia, Nestlé, Lindt & Sprüngli (Australia) PTY LTD, and Hershey. The back of the card also includes a 'AFFIX STAMP HERE' box, a 'To:' field, and the 'BE SLAVERY FREE' logo. The text on the back of the card reads: 'This is 2020 and since 2001 you have been talking about removing child labour from your supply chain - that will soon be 20 years!', 'We recognise efforts have been made and that your chocolate company program is making some progress. Now it is time to put it all together!', 'We are asking for your commitment to a CLMRS (child labour monitoring and remediation system) on 100% of your sourcing farms in West Africa to be brought in as soon as possible. We also believe a commitment to paying a price for the cocoa above the Government Living Income Differential (LID) and the regular certification premiums, will be a key step to prevent child labour.', 'We look forward to you publishing robust commitments around these matters.', 'Thank you in anticipation', 'Name: \_\_\_\_\_', 'Email address: \_\_\_\_\_', and 'For more information go to [www.beslaveryfree.com](https://www.beslaveryfree.com) or email [australia@beslaveryfree.com](mailto:australia@beslaveryfree.com)'.