

# Tackling Child Labour in the cocoa sector in Ghana

## SMILE-GHANA Project

(Sustainable Management of cocoa farm and Improved Life via Education for the elimination of child labour)

After the field survey (funded by JICA), ACE started this project in 2009 partnering with a local NGO, CRADA (Child research for Action and Development Agency), in Kwabena Akwa community, Atwima Mponua district, Ashanti region in Ghana. Main activities include: child labour monitoring by Community Child Protection Committees (CCPC); distribution of school supplies to vulnerable families; improvement of the government education environment; and Farmer Business School which provides training for farmers who don't have skills and knowledges on cocoa farm management. Overall the project intends to protect children from hazardous child labour and promote children's rights by mobilizing local resources and improving livelihood of community as a whole. The project has withdrawn more than 450 children from child labour and enrolled them into school and benefited more than 6,000 children by improving school environment. This project is funded by individuals and corporate donations which is accumulated by the sales of chocolates, and Morinaga's "1 choco for 1 smile" campaign has been the one of the major supporters over the years.



CCPC



Child Dignity Club



Farmer Business School

### MORINAGA & CO., LTD.

The first confectionary company in Japan to produce chocolate from bean to bar

Morinaga was established in 1899 and is the first Western-style confectionery manufacturer to introduce chocolate to Japan. Its annual sales (USD 1.64 billion/Euro1.27 billion, 2011) include confectionary products such as caramels, candy, chocolate, biscuits and other snacks. Morinaga is a major player in each category and delivering "Delicious, Fun and Healthy" values to Japanese and overseas customers, pursuing its dream "to be a company that serves children around the world."

"1 Choco for 1 Smile" is a cause-related marketing campaign started in 2008 whereby Morinaga donates 1 Japanese yen (nearly 1 cent USD) for every box purchased of their selected chocolate products (prices vary from 100 yen to 300yen) during a special month. From 2008 to 2016, total Morinaga donations reached more than 100 million yen (nearly 1 million USD). Since 2011, ACE is partnering with Morinaga. Today, both Plan Japan and ACE receive donations from 1 Choco for 1 Smile and implement projects in Ghana and other cocoa producing countries.

[www.morinaga.co.jp](http://www.morinaga.co.jp)



### ACE (Action against Child Exploitation)

ACE is an NGO which was established in 1997. Its vision is to create the world where every child can enjoy their rights. Our focus is to solve child labour by mobilizing government, corporates, general citizens and other stakeholders. ACE operates in Japan, India, and Ghana. There are 168 million child laborers worldwide according to the ILO's 2013 statistics. Since 60% of all child laborers work in agriculture, we focus on industries such as cocoa in West Africa and cotton in India. ACE implements projects in cocoa and cotton production areas to prevent child labour at field level, but also work with private corporations to produce "child labour free" chocolate by providing cocoa beans produced in project areas. ACE also engage in consumer education to promote ethical consumption in Japan.

In recent years child labor is a great concern in the world. Kailash Satyarthi, who is the founder of the Global March Against Child Labor, which inspired the establishment of ACE, received the Nobel Peace Prize in 2014. "Sustainable Development Goals" adopted by the United Nations General Assembly in 2015, targets an end to child labor by 2025.

[www.acejapan.org](http://www.acejapan.org)



# Chocolate using Child Labour Free Cocoa from Ghana

Since 2009, ACE has been implementing "SMILE-GHANA" project in 8 communities in Ashanti region in Ghana, to produce "Child Labour Free" cacao. In collaboration with a Japanese trading company Tachibana & Co.,Ltd, ACE successfully imported unprocessed cacao beans to Japan for the first time in 2016. ACE works with private corporations and promotes the production and sales of "Child Labour Free" chocolate in the market.

## First-ever chocolate using cocoa sourced from project areas: Realizing Child Labour-Free Chocolate

In 2013, Morinaga, the company which supported ACE's SMILE-GHANA project since 2011, produced a new chocolate for their 1 Choco for 1 Smile campaign. This chocolate was made of cocoa beans grown in communities where ACE works to eliminate child labour-- thus this chocolate is Japan's first-ever child labour free chocolate. This partnership creates a new business model: Morinaga purchases socially responsible cocoa; consumers buy their chocolate and support cocoa-growing communities, and in return, Morinaga reinvests even more in the cocoa growing communities to solve child labour. In 2014, the new version of chocolate which was certified as fair trade was released, making Morinaga the first company to produce internationally certified fair trade chocolate among the major chocolate manufacturers in Japan and in Asia. At first, these chocolate was available only for limited period, Morinaga made it available year-round since 2015.

<2013>



<2014>



<2015>



## Child Labour Free "bean to bar" Chocolate

In March 2016, cacao beans from SMILE-GHANA communities were imported to Japan for the first time. One of the master Japanese Chocolatier, Shunsuke Saegusa from "Chocolatier Palet D'or" made the first "child labour free" "bean to bar" chocolate using these cocoa beans. Two types of chocolates were released in September 2016, Tablet Chocolate and Bonbon Chocolate. These beautiful chocolates are sold as "Ghana Smile Cacao Premium Series" in his stores of 6 locations in Japan, and at online store.

<GHANA SMILE CACAO PREMIUM >



Bonbon Chocolate



Tablet Chocolate

### CHOCOLATIER PALET D'OR

The chocolatier Palet D'or was opened by chocolatier Shunsuke Saegusa in 2004, and ever since has produced innovative chocolates that convey the joy of chocolate to the people of Japan. In 2014, Saegusa opened a "bean to bar" chocolate workshop called, "ARTISAN PALET D'OR". This second venture has now produced "bean to bar" chocolate on a scale larger than ever before, and has helped to disseminate the idea of ethical chocolate manufacture in Japan.

[www.palet-dor.com](http://www.palet-dor.com)

PALET D'OR CHOCOLATIER AVEC L'AIR DE LYON.  
CHOCOLATIER  
PALET D'OR

### Tachibana & Co.,Ltd

Tachibana has specialized in wholesaling food ingredients since their founding. In recent years, Tachibana has started handling cocoa materials from West Africa, and working on to solve the issues in cocoa industry. Tachibana helps to set up fair trade system to support cocoa farmers and works with local businesses in Sierra Leone, Ghana and other cocoa producing countries. Tachibana work with ACE to import child labour free cocoa from Ghana.

[www.tachibana-grp.co.jp](http://www.tachibana-grp.co.jp)

 **tachibana**  
best confectionary supplier