

THE RESILIENCE JOURNEY

Sept 2022

**MARS
WRIGLEY**



KIT Royal
Tropical
Institute



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DESIGN THINKING | SOCIAL INNOVATION



Objectives

- 1** Share insights and conclusions from the Resilience Journey.
- 2** Identify opportunities to promote gender equality in the cocoa sector.
- 3** Inspire and engage you with our journey for gender equality and girls and women's empowerment in cocoa.



**Sustainable in a
Generation Plan
MARS**



**Cocoa for
Generations
MARS**

A photograph of a woman and a man with a child in front of a wall. The woman is on the left, wearing a black strapless top. The man is on the right, wearing a blue shirt with 'EA' visible. A child is in the foreground. A green patterned cloth hangs on the wall to the left.

ARE WE ASKING THE RIGHT QUESTIONS?

If we don't understand the underlying causes for gender inequality and disempowerment, we cannot envision effective solutions.

What does gender equality mean to you?

GENDER EQUALITY

is the concept that both men and women are free to develop their abilities and make choices without the limitations set by stereotypes, rigid gender roles, or prejudices. Gender equality means that the different behaviors, aspirations and needs of women and men are considered, valued and favored equally. It does not mean that women and men have to become the same, but that their rights, responsibilities and opportunities will not depend on whether they are born male or female.

What are some of the key challenges related to gender equality in the cocoa sector?



**KEY FINDINGS AND INSIGHTS
RESILIENCE JOURNEY**

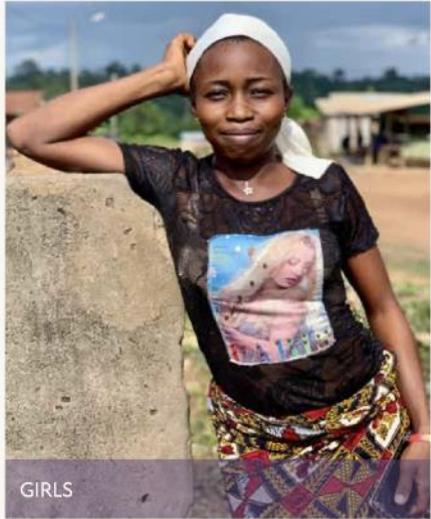
Empathy Research Approach



Impression of research activities



A snapshot of respondent types





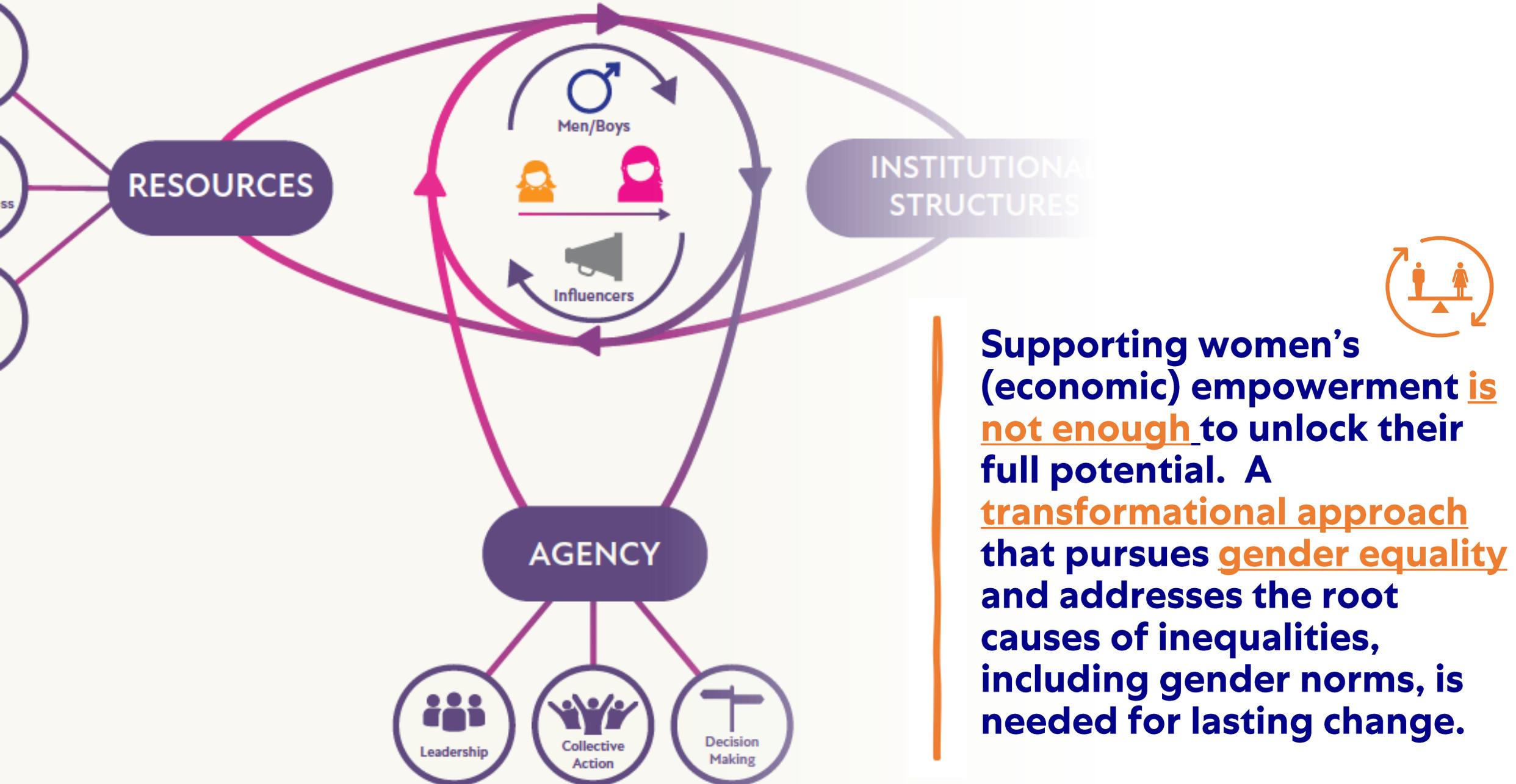
Cocoa's first mile is **male-dominated**. Coupled with the perception that 'cocoa is not for women', extension services and the definition of 'a farmer' are **gender blind**. A sustainable cocoa supply chain cannot be fully achieved while **excluding half of the population**.





- **Child protection cannot be achieved without addressing the challenges that girls face.** Girls do more work in the household and face girl-specific human rights risks.
- If agri-services do not **recognize and include contributing farmer's wives in productivity services,** the full potential of family farms will never be achieved.
- Forestry initiatives are about behavioral change, everyone needs to be on board, including **women who are key users of the forests.**



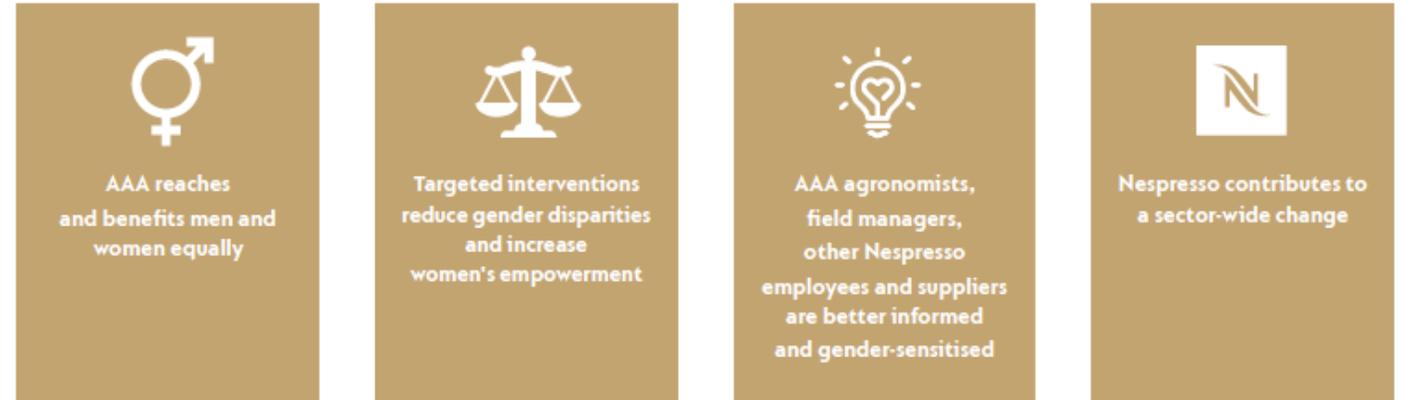


Supporting women's (economic) empowerment is not enough to unlock their full potential. A transformational approach that pursues gender equality and addresses the root causes of inequalities, including gender norms, is needed for lasting change.



Without a dedicated ambition and holistic strategy, the application of a gender lens will remain ad-hoc and an elusive afterthought. Without that lens, achieving gender equality commitments will be continuously hindered.

Objectives of the Nespresso AAA Gender Equality Strategy 2017-2020





As an influential local institution that is intertwined with the social fabric, cocoa's first mile is uniquely positioned to challenge patriarchal norms and structures in cocoa communities by 'walking the talk' in its work- and marketplace.





Cocoa's male channel provides a welcome opportunity to engage men as leaders, employers, fathers, husbands and brothers. Achieving gender equality necessitates them to recognize and share their power with women, while creating space for men to deviate from expected masculinities.

My father is a good cook, I learned from him.

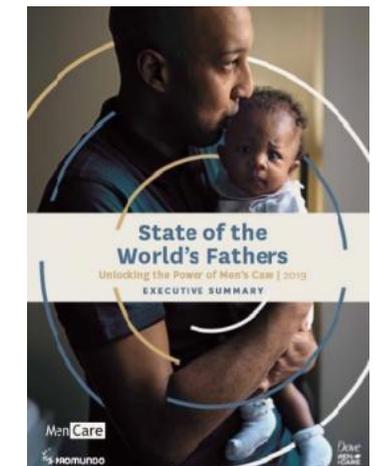
Growing up I saw a man carrying water, he used to do it at dawn so nobody would see him. I thought, if he can, then so can I.

I was responsible for the water at home, and now that I am away at school my little brother does it.

Learning about household chores also depends on the sibling order, if the firstborn is a boy, he will start and learn (until there is a girl).

Another husband [in the village] also helps his wife, that is encouraging to see.

We have progressed as a community. The men know we suffer so they help with the caring of the children. Due to civilization, men have learned to help their wives.



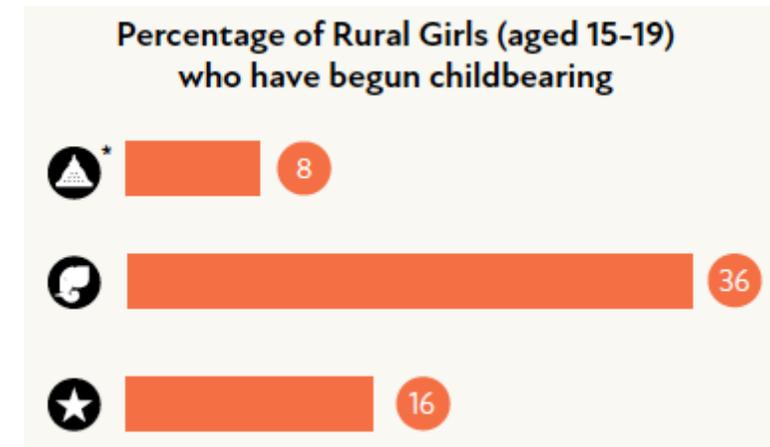
**How do you feel about
engaging men beyond their
role as farmers to advance
gender equality?**

Female youth are a critical group in the pursuit of gender equality as they face determining crossroads during adolescence and early adulthood. Addressing their unique needs also provides key entry points for the creation of a sustainable cocoa supply chain for the next generation.



 Boys are likely to be 5 years older than girls when they first get married

 Girls are 4x more likely to be married than boys when they are 20-24 years old





With cocoa currently reaching mostly (mature) male farmers, creating impact for female youth will require a dedicated effort, especially for those who are more vulnerable. At the same time, they are the (grand) daughters of those same farmers, who play a decisive role in their lives.

Father helping his daughter with packing-up her market merchandise, Indonesia





Extending girlhood allows adolescent girls to prepare for their future just as boys do. Delaying pregnancy and marriage while building their confidence and skills will enable girls to become **self-sufficient** young women, breaking the cycle of dependency and disempowerment.

Girls who are pursuing an education or profession aspire to delay marriage and motherhood and are allowed to do so



I want to continue university in business agriculture so that I can be a successful businesswoman.

When a girl is asked to marry it is shameful if she refuses, but if a girl is in school it is accepted.

My daughter has become a stewardess for Garuda. She lives in Jakarta and is still single.

I won't be proud if they stop school for marriage. They should finish first.



If they want to go further in education, they know they have to wait with sex to get it done.

Actually, my only husband = my education.

I have a daughter of 20, she behaves as if she likes to continue education, because she is behaving accordingly.

We are not ready yet for children, we don't have stable jobs.



Girls are motivated by money. Young girls cannot go into cocoa, so they get into sex. When girls receive education, the education keeps her busy. Then she has no business in following men.

I want to start practicing as a nurse at 23. I want to marry at 26.

I haven't thought of what age to marry. I want to settle and get a job first.



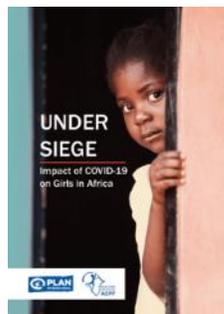
Time is up! The gender inequalities in cocoa's value chain and communities have been known for at least 10+ years. However, this has not been translated into action. Without acceleration it will take an estimated 135 years to reach equality. The sector can't afford to wait.

“Research has found that women are engaged in activities that enhance cocoa yields and quality including early plant care and post-harvest fermentation and drying. However they face specific challenges and their role in family farm labour is unrecognized. Promoting a cultural shift to ensure gender equality in the cocoa chocolate value chain is central to guaranteeing future resilience of supply and ensuring future generations find the occupation attractive.”

Dr Stephanie Barrientos, Mapping sustainable production in Ghanaian cocoa, 2008

“Worldwide it is estimated that women only receive 5 percent of extension services and technical training, and just 15 percent of the world's staff providing agricultural technical training are women.” (Oxfam 2016)

There is growing momentum amongst suppliers, peer companies and implementing partners, but some grapple with a lack of gender expertise, focus and resources. At the same time, other (potential) partners have gender experience and funding that is underutilized. There is significant potential for synergy.





**Catalysing
transformational and
intergenerational
change starts with
critical consciousness
of the deeply rooted
gender inequalities
that exist today.**

We invite YOU on our journey of **self-reflection** and **action** by becoming champions and role models for **GENDER EQUALITY**



Mars Wrigley Cocoa Gender transformative approach

Build and strengthen Mars internal critical consciousness on gender equality

Embed gender lens into Mars/cocoa internal policies, strategies, programs and partnerships

Gender equality in our first mile: Defining clear expectations and support to suppliers to create a gender-transformative first mile (workforce, service provision, leadership roles, etc)

Actively engage and support men and boys as partners, allies and agents of change in the pursuit of gender equality.

Target adolescent girls and young women so they can have the same opportunities and chances in life as boys and men.

Focus on changing social norms, enabling girls and women to reach their full potential

**What role can you play in
promoting gender
equality in cocoa origins?**