

Teleconference WCF ad hoc NORC Communications Working Group Call
February 26, 2020
Minutes

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Call Participants:

Companies:

Barbara Wettstein, Louise Hilsen; Nestle; Jeff Beckman, Hershey; Agnes Kaspar, Mondelez; Amy Guittard, Guittard Chocolate; Michelle O'Neill; Mars; Emma Blinkhorn, Olam; Amy Truelsen, Cargill

Trade Organizations and Foundations: Matthias Lange, ICI; Torben Erbrath, BDSI; Camille Taper Schuller, CAOBISCO.

WCF and consultants: Alex Ferguson, Tim McCoy, Zoe Genova and Susan Smith

Agenda Item 1: Introductions and Anti-Trust Policy Reminder

The meeting was called to order at 10:00 am EST by Alex Ferguson who reminded the group of WCF's anti-trust policy.

Agenda Item 2: NORC Draft Report Timeline and Read Out

NORC has revised the draft report based on comments and concerns expressed at the January workshop held in Cote d'Ivoire.

Follow Up: Representatives from the governments of Cote d'Ivoire, Ghana, USDOL, WCF and ICI will attend a second and final workshop in Washington, DC on March 18 and 19 to review the revised draft. Ministers from both Ghana and Cote d'Ivoire will attend the Washington workshop.

Barring any unforeseen upheaval during the March 18 and 19 workshops, the final report is expected to be released on April 30.

Agenda Item 3: Discuss latest draft Action Plan including:

Draft Messaging

- Increased messaging around what industry and governments have accomplished, as well as messaging to explain industry's collective future plans

Follow Up:

UNICEF, ICI and WCF are targeting mid-April to complete a Framework of Agreement for the Children First initiative. Participants hope to announce the agreement prior to the release of the NORC report with a project launch in early June.

The WCF Board of Directors will determine, by the end of March, if the results or lessons from the NORC sub study of industry interventions can be used in messaging around the NORC report release.

WCF is working with the Clyde group to build an editorial calendar prior to the release of the NORC report.

Follow Up: WCF asked that companies share and coordinate stories and successes.

- Review action plan with suggestions for third party voices
WCF is seeking contributions from third parties' voices and has reached out to ILO to ask for an explanation of the differences between forced child labor, hazardous child labor and child labor. Dr. Kristy Leissle (@docofchocolate) has also been contacted to see if she might contribute.
- Mapping out the scenarios most likely to occur including if the origin governments distance themselves from survey results and/or methodologies or suggest that industry is primarily responsible for ending hazardous child labor.
It appears increasingly unlikely that the governments will distance themselves from the survey results. WCF will liaise with both governments on common messaging.

Advance Media Briefings

- Status: Conversation with DoL pending
Follow Up: Alex will meet with the Department of Labor on Thursday February 27 to discuss DOL's plans for the survey's release and options for joint messaging. DOL will ask NORC to brief interested stakeholders the day the report is released.

WCF has learned that DoL is working on a "more communications friendly" way to describe the NORC results.

Follow Up: Committee members will send Alex additional names of media who are likely to write about the NORC report and so should be briefed in advance of the survey release.

WCF has not received additional names. The current list is the Washington Post, Reuters, Confectionery News and the Guardian. Alex was asked to resend this list to the Committee so they may add additional names. (Done)

Extending Reach of WCF Messaging

CAOBISCO has agreed to post agreed upon messages on its social media channels.

Follow up: CSOs, who to brief and who will brief

WCF's current list includes the VOICE Network, Mighty Earth, Save the Children and Green America. Alex was asked to resend this list to the Committee so that they may add additional names. (Done)

- To associations: will you do a round of briefings for target lawmakers and governments ahead of the report launch in April?

Decisions on briefings will be made by each individual trade association. Heidi Hautala of the European Parliament will attend a CAOBISCO cocoa workshop on April 27.

There was a discussion on whether industry is prepared if there is Customs Border Protection action in the US or regulatory or legislative actions on due diligence in the EU. WCF has prepared a statement should there be action by CBP. ECA has now taken a position on due diligence and BDSI's position will be final in mid-March. CAOBISCO has a statement on due diligence.

WCF, through the Clyde Group, will try to engage in the ongoing due diligence social media discussion and will share its tweets and posts with this group.

WCF, CAOBISCO, BDSI and company call participants agreed there will be an opportunity to communicate through social on due diligence and child labor prior to the Easter holiday.

Agenda Item 4: Status Chemical Industry Contacts

- Decision on contacting CropLife members to be made after January workshops. The draft NORC report reveals an increase in children's exposure to pesticides.

Follow Up:

WCF will reach out to WCF members and then possibly to chemical industry associations to determine what actions are being taken to mitigate exposure and an appropriate response to the findings.

Agenda Item 5: Situational Updates

IRA Advocates Petition to Customs Border Protection

A quote from WCF's Rick Scobey was included in a Washington Post story on Valentine's Day by reporter Peter Whoriskey on a petition to US Customs Border Protection by IRA Advocates to halt the importation of cocoa from Cote d'Ivoire within 180 days unless cocoa importers can prove the cocoa was not produced with forced labor. The story has gotten little play beyond February 14.

Information from the petition will be used by IRA Advocates to file a lawsuit on behalf of several individuals against leading chocolate companies. IRA Advocates principal Terry Collingsworth has previously filed lawsuits against chocolate companies.

Valentine's Day Outreach

In addition to the Washington Post story WCF engaged in paid promotion on Valentine's Day through an op-ed by Rick Scobey on ending child labor in the on-line publication Food Dive. WCF and the National Confectioners Association promoted the piece on social media and NCA sent it to opinion makers. WCF learned valuable lessons on what worked and didn't work

with the promotion and will apply those lessons in future proactive messaging leading up to the publication of the NORC report.

Agenda Item 6: Next Scheduled Call TBD

Follow Up:

The next call will be scheduled for the week of March 22nd after the NORC workshop on March 18 and 19.

Communications Strategy for NORC Study

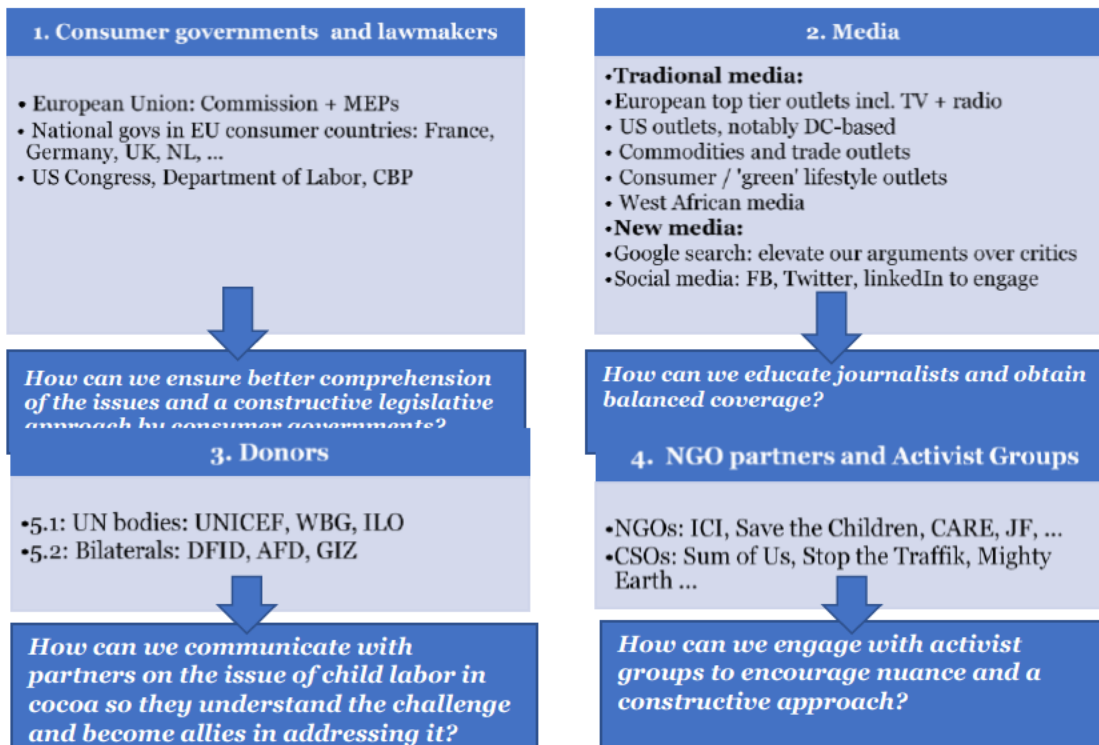
La WCF et les entreprises membres tenteront de créer un débat informé avant la publication du rapport sur ce que l'industrie fait déjà pour répondre aux conclusions du rapport et sur ce qui devrait être fait à l'avenir pour réduire plus efficacement le travail des enfants. La stratégie visera à fixer des attentes parmi les publics clés afin de s'assurer que les médias et autres ne soient pas surpris que l'industrie et les autres n'aient pas atteint l'objectif du cadre Harkin Engel. Elle visera à faire connaître les progrès réalisés et à reconnaître que l'industrie doit faire davantage dans les chaînes d'approvisionnement des entreprises, collectivement et avec d'autres parties prenantes.

Nous avons identifié quatre objectifs principaux :

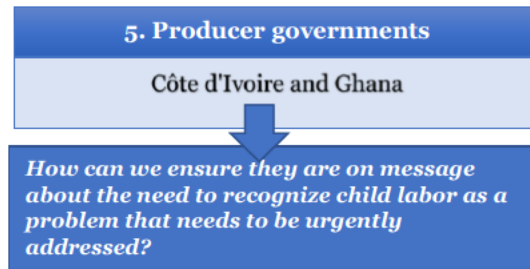
1. Expliquer pourquoi les objectifs du cadre Harkin Engel ne seront pas atteints et créer un débat éclairé ;
2. Concevoir le rapport comme une occasion d'améliorer la compréhension de la question du travail des enfants (par exemple, le travail des enfants et le travail forcé) ;
3. Mettre en évidence les progrès réalisés par le secteur du cacao et les enseignements qui en ont été tirés ; et
4. Dites ce que l'industrie fera pour lutter plus efficacement contre le travail des enfants à l'avenir, y compris les nouvelles initiatives.

Publics prioritaires

Nous donnerons la priorité aux publics suivants, en signalant les principaux défis de communication pour chacun d'entre eux :



- **Messages clés sur la publication du rapport du NORC**



- Le travail des enfants n'a pas sa place dans la chaîne d'approvisionnement du cacao et l'industrie travaillera davantage avec les gouvernements de la Côte d'Ivoire et du Ghana, la société civile, les communautés et d'autres acteurs pour créer un monde qui garantit le droit des enfants à ne pas travailler.
- Il est important de noter que ce rapport porte sur "les enfants qui travaillent, les enfants astreints au travail et les enfants effectuant des travaux dangereux" et non sur le travail forcé des enfants, que d'autres études montrent comme étant extrêmement rare dans l'industrie du cacao.
- Des investissements industriels de plus de 215 millions de dollars sur deux décennies dans la lutte contre le travail des enfants ont permis de réaliser certains progrès. Cela se reflète dans le fait qu'une augmentation de la production de cacao n'a pas entraîné une augmentation similaire du travail des enfants. Le rapport montre également que le problème n'est toujours pas résolu assez rapidement alors que la production de cacao augmente. Nous devons nous appuyer sur ce qui a fonctionné et nous attaquer plus efficacement aux causes profondes du travail des enfants.
- Le rapport montre que le travail des enfants est plus faible là où les programmes des entreprises fonctionnent. Nous avons constaté des réductions allant jusqu'à 50 % avec les programmes soutenus par les entreprises. Le défi consiste maintenant à intensifier ces actions et à s'attaquer aux causes profondes du travail des enfants.
- L'industrie du cacao et du chocolat travaille avec les gouvernements de la Côte d'Ivoire et du Ghana pour porter la lutte contre le travail des enfants à un niveau supérieur. De nouvelles initiatives s'appuieront sur le travail des gouvernements, des agences des Nations unies et des partenaires de développement, d'un plus grand nombre de pays consommateurs de cacao et de la société civile pour s'attaquer plus directement aux causes profondes du travail des enfants.
- Ces initiatives iront plus loin que les actions précédentes en reconnaissant que le travail des enfants est fortement associé à la pauvreté et nécessite une série d'acteurs et d'actions pour s'y attaquer. Il faut que chacun se mobilise.
- Ces initiatives comprendront l'amélioration de l'éducation des enfants grâce à un important investissement public-privé mené par la Fondation Jacobs dans les écoles de Côte d'Ivoire. Des actions sont également prévues pour accroître les revenus des agriculteurs, afin qu'ils n'aient plus besoin d'utiliser leurs enfants comme travailleurs, ainsi que pour développer les services de santé, de nutrition et de protection de l'enfance.

- L'industrie soutient les plans d'action contre le travail des enfants des gouvernements producteurs dans les domaines de l'éducation, de la nutrition et de l'assainissement. Elle travaille avec les législateurs des pays consommateurs pour soutenir les gouvernements d'origine avec des ressources de développement et pour façonner la législation afin de s'assurer que les entreprises passent plus efficacement au crible leurs chaînes d'approvisionnement pour exclure le travail des enfants.

Action Plan to Respond to NORC Study

Audiences	Action	Timing	Who
1. Consumer governments and lawmakers	Participate in briefings for lawmakers and government counterparts as requested by ECA, Caobisco, NCA	Ongoing	WCF/ ECA, Caobisco, NCA
	Draft talking points for lawmakers including position on due diligence	March	ECA, NCA Caobisco,
	Consider targeted round of briefings specifically about the report ahead of its release to set expectations	4/19 week	WCF, ECA, Caobisco, NCA
	Consider briefings for European Commission, U.S. agencies including U.S. Customs and Border Protection	April	ECA, Caobisco, NCA

2. Media			
	Traditional media		
	Develop priority media list (media who will write anyway)	March	All
	Draft messaging for media	March	WCF/all
	Prepare Q&A for use by spokespersons, companies, industry associations	Early April	WCF/all
	Write press release on report for launch	Early April	WCF/all
	Place op ed/publish blog by Rick Scobey to set expectations for report results (with lawmakers key target audience)	Mid-April	WCF
	Organize 1/1 embargoed briefings for priority media list in partnership with ICI	From late April	WCF/ICI
	Press briefing/webinar for launch for priority media outlets in partnership with ICI	4/30	WCF/ICI
	Place op ed on day of launch by Rick Scobey (with lawmakers key target audience)	4/30	WCF
	Identify potential third parties that can speak to some of the complexities around the findings of the report and paint a more nuanced image than what is likely to be reported on. Engage with them	March	WCF/all
	Digital and social media		
	Map out and implement social media strategy with Clyde Group	Ongoing	WCF
	Leverage member/partner channels	Ongoing	All
	Online campaign with op ed/blogs by Rick Scobey in media for legislators such as the Hill in the U.S. and Politica Europe for the EU, farmer stories on child labor, infographics	Feb-Sept	WCF/ICI/all

	Seek member/partner blogs	Ongoing	All
	Revamp Worldcocoa.org/human rights focus area page with basic child labor Q&A + data points	Early April	WCF
3. Donors	Draft talking points	March	WCF, ECA, Caobisco, NCA
	Consider briefing UN bodies: UNICEF, WBG, ILO And bilaterals: DFID, AFD, GIZ	April	WCF, ECA, Caobisco, NCA
4. CSOs	Use stakeholder map to develop priority CSOs list	March	WCF/All
	Write talking points to brief priority CSOs	By April	WCF/all
	Organize embargoed briefings with ICI	April	WCF/ICI
5. Producer governments	Sharing of key messages, coordination on media/online if governments are receptive	April	WCF
Membership	Embargoed webinar ahead of launch to brief members on NORC report and communicate key talking points	From 4/27	WCF

Responding to Different Scenarios

Scenario:	Response:
CBP seizure of cocoa shipment	Use agreed messaging on forced labor and point out upcoming NORC report is about hazardous labor On-the-record response: <i>“The cocoa and chocolate industry has zero tolerance for forced labor by adults or children and these practices are extremely rare. The seizure of cocoa imports from Côte d’Ivoire at U.S. ports will hurt, not help. It could push millions of poor farmers deeper into poverty, even though the vast majority of them are innocent of such practices, and threatens to damage the economy and security of a vital U.S. partner in West Africa.”</i>
NORC report leaked before official report date	Bring forward elements of action plan On-the-record response: <i>“Child labor has no place in the cocoa supply chain and the cocoa and chocolate industry believes every child should be able to grow and thrive. Interim data has already indicated that the 70 percent reduction goal for the worst forms of child labor will not be met by 2020 and all stakeholders therefore</i>

	<i>need to redouble their efforts. We look forward to the data's official release for further insights that can inform companies on the scale of the challenge."</i>
Launch goes to plan and there is major news coverage on launch day with a second and follow on waves of coverage	Follow action plan and consider 2 nd briefing for non-priority media
Launch goes to plan with little initial coverage but then catch up coverage from second wave	Consider 2 nd briefing for non-priority media
Governments blame industry for poor results	Adapt action plan/messaging
Governments disown NORC results	Adapt action plan/messaging
Governments say industry primarily responsible for ending hazardous child labor	Adapt action plan/messaging