Empowering farmers through partnership programs

**Corporations and farmers gain mutual benefits from empowerment programs**

When it comes to low-income groups in the farming community, companies are increasingly tapping their power in the form of partnerships, a strategy that should be directed at building wealth for both parties, such as lack of nutrition, lack of access to education, health, technical assistance, environmental management, community engagement, and sustainability.

But the poverty experienced by many farmers, say experts, is also a crisis that should be addressed head-on if we want to improve the welfare of the farmers, and make them understand the concept of social responsibility (CSR) in the context of a more sustainable future.

“Hook instead of fish” serves as a guiding principle for companies in their CSR programs. By engaging multiple partners in initiatives that contribute to a long-term impact on farmers, many companies believe that they can improve the welfare of farmers, and their living standards.

Mondelez International, is currently running the Cocoa Life program, which is designed to empower farmers in Southeast Asia, Andi Sitti, Program Development Manager for Southeast Asia, explains that Cocoa Life is an integrated platform to support the success of cocoa farmers and communities. It is a partnership with local farmers that will improve their welfare, and support their education and training.

In the context of the cocoa sector, the program aims at targeting communities, including women, who are engaged in cocoa farming activities. It targets villages in Indonesia, where the majority of cocoa farmers live. The program is designed to address the challenges faced by farmers, such as lack of knowledge, lack of access to markets, and lack of technical assistance.

**Cocoa Life**

Farmers plant cocoa in two- to five-year-old farms that are state-owned and cover a vast area of land in Indonesia, West Java. The program provides education and resources for the farms that can till as part of its CSR initiative.

**Self-reliance**

Apart from empowering farmers to provide their own knowledge and resources, the program also provides training and education to farmers. It aims to empower farmers to become self-reliant in order to help them improve their welfare.

**Long-term growth**

A woman serves cocoa seedsling at a nursery in Sumbawa. Women’s empowerment and the next generation are key to sustainable community improvement and the future of cocoa farming.

**Partnership**

By engaging multiple partners in its Cocoa Life program, Mondelez International supports farming communities in finding real solutions that lead to transformation and sustainability.

By engaging multiple partners in its Cocoa Life program, Mondelez International supports farming communities in finding real solutions that lead to transformation and sustainability.

**Sustainable cocoa farming in Indonesia**

By engaging multiple partners in its Cocoa Life program, Mondelez International supports farming communities in finding real solutions that lead to transformation and sustainability.

**Earnings growth: Mondelez International’s Cocoa Life program in Indonesia**

Mondelez International’s Cocoa Life program is designed to empower farmers in Indonesia and support their community development. It includes training, education, and financial assistance to farmers. The program is a collaborative effort between Mondelez, the government, and various stakeholders.

**Philips LED-based lighting enables rural and remote people to transform their lives**

Philips Lighting has a national project that supports rural and remote people with LED-based lighting. The project is called the “Philips LED Lighting for Change” program, which aims to bring light to remote and rural communities that have limited access to electricity.

**Monitoring and evaluation**

The “Philips LED Lighting for Change” program is subject to verification through an independent party after three years. The program is subject to verification through an independent party after three years.

**Partners for Change**

This page is generated by The Jakarta Post in cooperation with the ASEAN CSR Network. It promotes best practices in corporate community partnerships. For more information, visit www.asean-csrfoundation.org or email supplement@thejakartapost.com.