

## Media release

# Green Prosperity – Sustainable Cocoa Production Program Launching Towards Development in Indonesian Cocoa Sector

**Jakarta, 1 April 2015, Swisscontact Consortium and Millennium Challenge Account – Indonesia (MCA-Indonesia) announced a partnership called Green Prosperity – Sustainable Cocoa Production Program (GP-SCPP) with the overall goal to reduce poverty and greenhouse gas emissions in the Indonesian cocoa sector. Signed on 31 March 2015 in Mamuju, West Sulawesi, the partnership combines equal investment from the consortium and MCA-I and will bring USD 15 million to the cocoa sector in Indonesia.**

The consortium, led by Swisscontact, includes Veco Indonesia, Bank Rakyat Indonesia, PT Bank Pembangunan Daerah NTT, Rabobank, World Cocoa Foundation (WCF), seven private sector companies' member of WCF namely Barry Callebaut, BT Cocoa, Cargill, Guittard, Mars, Mondelēz International and Nestlé. GP-SCPP is implemented from April 1, 2015 to March 30, 2018.

“This agreement will enable farmers to increase their productivity, and thus their income, and improve household livelihoods, a common goal for both the cocoa industry and the Green Prosperity Project” said Swisscontact Country Director Indonesia and consortium leader, Manfred Borer, during the launch of the program (31/3/2015) at Nestlé’s Demo farm in Mamuju. “The program also strengthens commercial relationships between service providers, input suppliers, cocoa smallholder farmers, and cocoa supply chain.”

GP-SCPP will strengthen skills and knowledge of 2,000 farmer groups - consisting of 58,000 cocoa farmers benefitting also women and vulnerable groups - in environmentally friendly cocoa farming, improved nutrition practices, and application of prudent financial practices. Moreover, the program also works with national and local Governments, the Cocoa Sustainability Partnership (CSP), and regional cocoa forums to ensure strategic alignment and promoting knowledge management in the sector.

“The signing of this agreement not only benefits the farmers who grow cocoa and the companies that purchase it, but it stands as a symbol of the strong relationship between the United States and Indonesia,” said Dana J. Hyde, CEO of Millennium Challenge Corporation (MCC) who witnessed the signing of the agreement. “By supporting economic growth and development, we are working together to ensure a better future for Indonesians and Americans alike.”

Aligned with government programs, GP-SCPP is implemented in the heart of cocoa production in Indonesia and spreads across 14 districts in South Sulawesi, Southeast Sulawesi, West Sulawesi, and East Nusa Tenggara Provinces.

The program promotes inclusive business models embracing all stakeholders along the cocoa value chain. The ultimate purpose is to establish a self-sustaining model where participating farmers will increase their cocoa revenues and companies that integrate services into their business model.

“This grant marks the first of many Green Prosperity Project agreements that will improve people’s well-being in Indonesia,” said Chairman of Board of Trustees of MCA-Indonesia, Lukita Dinarsyah Tuwo on March 31, 2015. “This partnership will not only enable farmers to increase their productivity and their incomes, but brings the value of cooperation which is crucial for sustainability and future economic growth.”

The Green Prosperity Project is funded by MCC, a US donor agency. MCC’s Indonesia compact represents a major pillar of the United States-Indonesia Comprehensive Partnership, and its goal is to reduce poverty through economic growth. MCA-Indonesia is the entity entrusted to implement the MCC’s five-year (2013-2018) USD\$600 million compact.

More information:

[www.swisscontact.org/indonesia](http://www.swisscontact.org/indonesia)

---

### **About Swisscontact**

Swisscontact was established in 1959 by representatives of the Swiss private sector and academia with the aim to promote economic, social and environmental sustainable development by supporting people to develop the skills they need to contribute to local commercial life. Presently, Swisscontact is working in 30 countries, implementing around 120 projects.

For over fifty years, Swisscontact found that people possessing relevant market skills are those who have the greatest capacity to succeed in, and help transform, local economies. As an organization, Swisscontact is best known for its training programmes that provide rural producers, micro- and small business owners, young entrepreneurs, and women, with the capacities to improve their livelihoods and incomes. Swisscontact believes that education, training, and skills development - especially in good agricultural practices in rural areas in developing countries - have the greatest potential to address issues related to food security, resiliency, health and nutrition, as well as community and economic development.

Swisscontact has been engaged in Indonesia since 1972 with a yearly portfolio of 4 to 5 large projects with an overall volume of around USD 12 million per year. Swisscontact maintains main offices in Medan, Jakarta, Bali and Makassar.

---

### **Medienkontakt Swisscontact**

Manfred Borer, Country Manager Indonesia

E-Mail: [manfred.borer@swisscontact.org](mailto:manfred.borer@swisscontact.org), Tel. +62 21 2951 0200

[www.swisscontact.org/indonesia](http://www.swisscontact.org/indonesia)