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Case Study

Tony's Chocolonely

Company & Country

Tony's Chocolonely, the Netherlands

Start Up/SME, Employees

SME with 243

Category of Industry

Food and drink, confectionary, cocoa production

Website Address

https://tonyschocolonely.com/nl/en

CSR Strategy

https://tonyschocolonely.com/nl/en/our-mission

CSR Ready
green, fair & competitive businesses

Tony's Chocolonely is a Dutch confectionary company founded in 2005. Tony's Chocolonely has now grown to 243 employees in 2020, using Corporate and Social Responsibility as a key pillar of their business operations. Tony's mission is to make 100% slave-free practices the norm in the chocolate industry. In order to reach this goal Tony works around the following 3 pillars of action: 1) Raising awareness; 2) Leading by example and; 3) Inspiring to act.

Benefits of CSR

- To contribute to the ethical sourcing of the chocolate industry, and to reach their mission of 100% slave-free chocolate as the norm.
- To lead by example in the chocolate industry, providing a transparent good practice example, that the company encourages others to follow.
- Tony's Chocolonely benefits from increased sales due to the growing demand for ethical chocolate. Tony's Chocolonely sold 46,233, 862 chocolate bars in 2021.

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Image retrieved from @admanbismc on Unsplash

Our mission: together we make 100% slave free the norm in chocolate.

Tony's Chocolonely

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

To reach the goal of 100% slave-free chocolate being the norm for chocolate production, Tony's Chocolonely has created a roadmap that outlines its long-term goals. The roadmap consists of 3 pillars of action: 1) Raising awareness; 2) Leading by example and; 3) Inspiring to act. Since their inception in 2005, Tony's has been creating awareness around responsible chocolate production; Tony's believes it is important that cocoa farmers and people in cocoa communities realise what it is and is not allowed. Additionally, Tony wants all chocolate fans to be aware of the injustice in the chocolate industry. This way, if retailers and Choco fans actively demand ethically produced chocolate, chocolate companies are more likely to take responsibility for making it happen.

Since, 2012 Tony's has been leading by example showing that chocolate can be made differently, treating everyone in the supply chain fairly. Tony's has created commercially successful chocolate without the use of modern slavery or exploitation. Tony invests in long-term partnerships with cocoa farmers, makes fairer price agreements and shows cocoa farmers how to be more organized and improve their productivity so they can achieve a decent income.

Since 2019, Tony has inspired other key players to take action and is actively seeking partners who apply our model. Each year the company publishes a report detailing its KPIs and impact for the year, to share lessons they've learned and remain open to discussion. Additionally, Tony maintains an ongoing dialogue with politicians, NGOs and academia to increase the pressure on the industry to adopt their 5 sourcing principles for slave-free cocoa.

Disclaimer: All the information used comes from the Tony's Chocolonely Website (https://tonyschocolonely.com/nl/en)

Co-funded by the Erasmus+ Programme of the European Union

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CHILD LABOR MONITORING & REMEDIATION SYSTEM (CLMRS)

Furthermore, Tony's have implemented the Child Labor Monitoring & Remediation System (CLMRS) at their partner cooperatives in Ghana and Ivory Coast. Developed by International Cocoa Initiative (ICI) and Nestlé, this system helps Tony's partner cooperatives to identify cases of illegal child labour, find solutions and prevent the use of illegal child labour by raising awareness about the topic. The CLRMS aims to get children out of a situation of illegal child labour within 6 to 12 months after the case has been identified. With Tony's and ICI's help, the cooperatives Tony's works with are rolling out the system to all their members, especially the farmers we work with, so that the entire community is reached.